

2009 WIC Farmers' Market Nutrition Program (FMNP)

Season Start Up Materials for WIC Local Agencies



California Department of Public Health

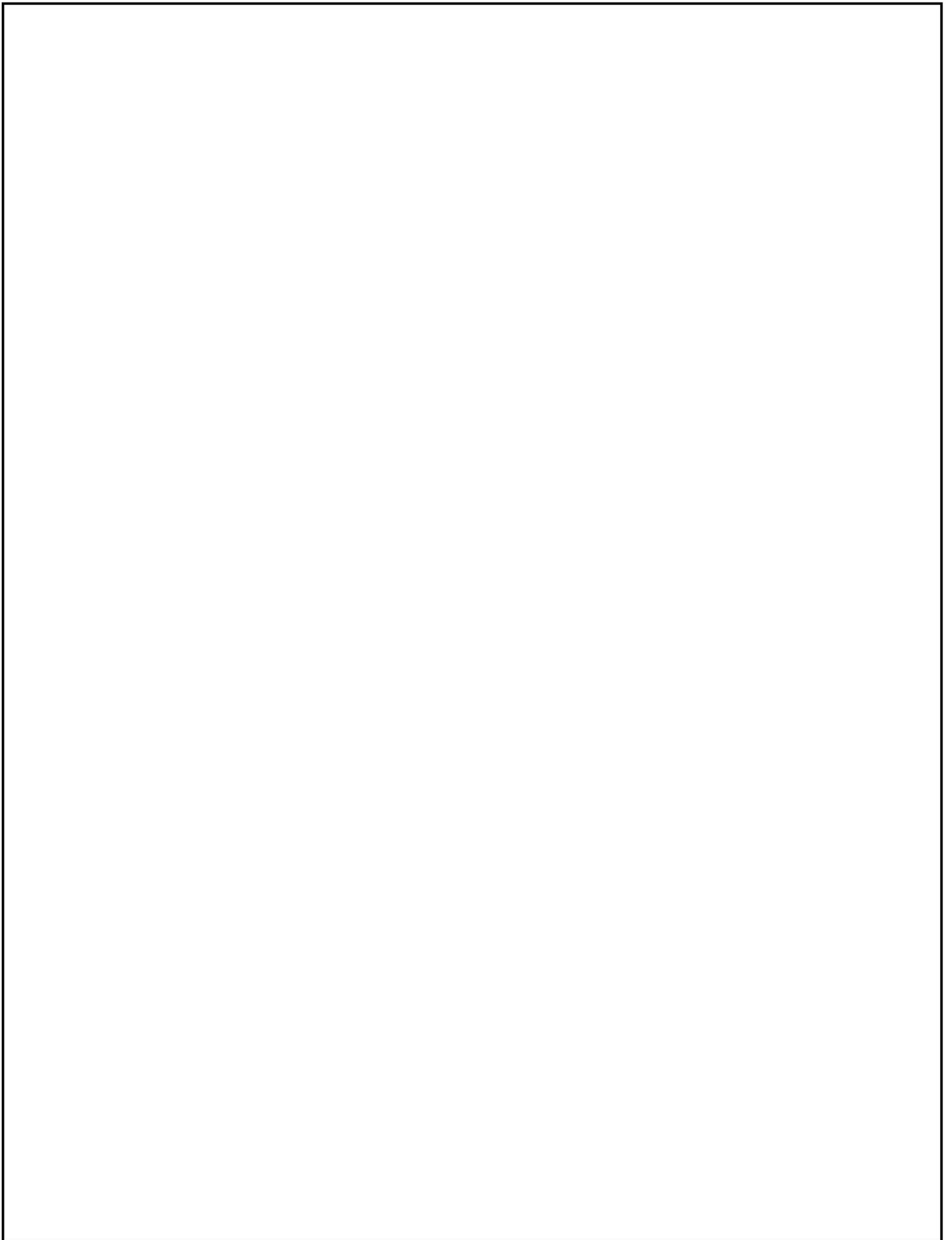
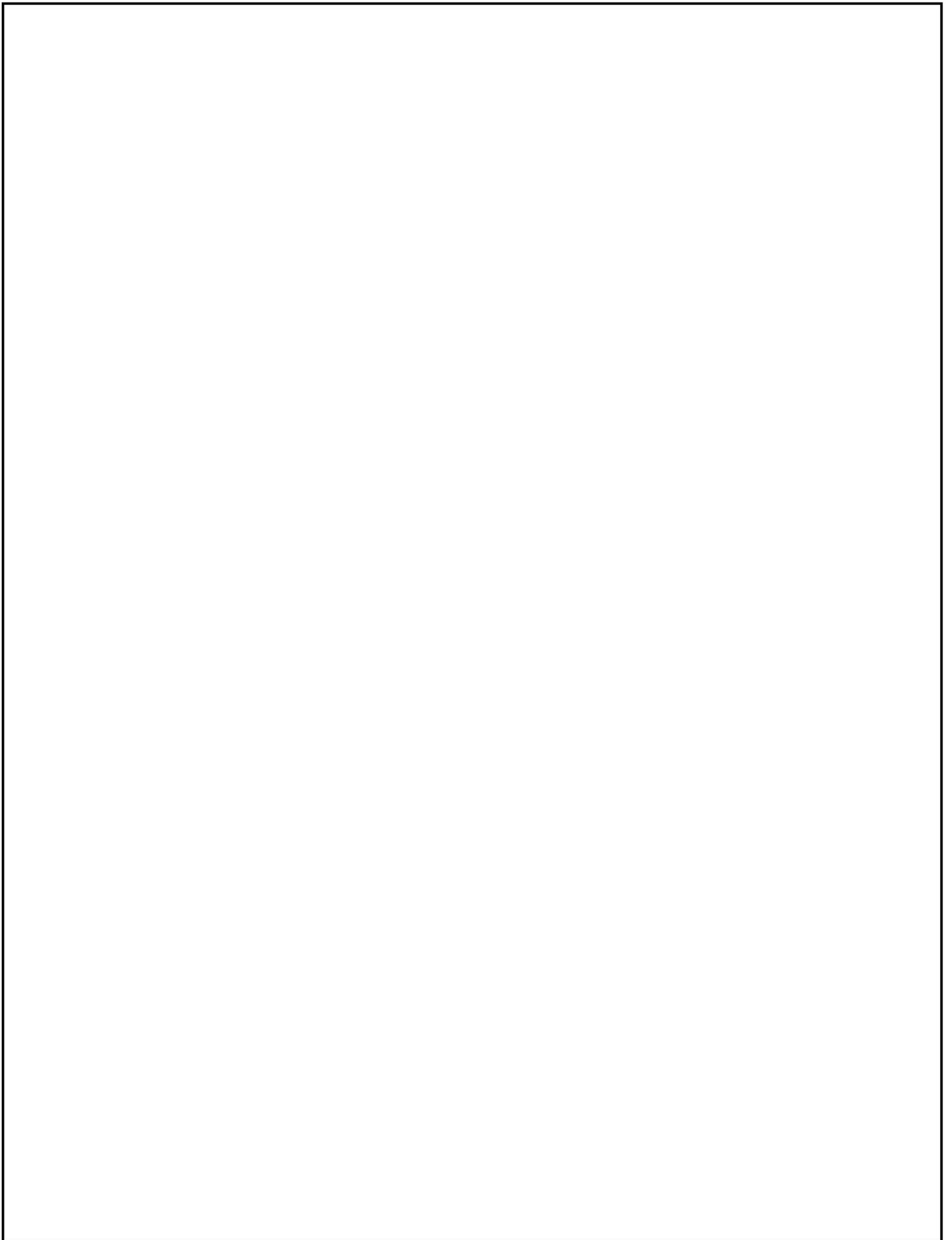


Table of Contents
2009 WIC FMNP
Season Start Up Materials for Local WIC Agencies

Section	Page Number
Welcome Letter	1
2009 Farmers' Market Nutrition Program Season Dates	3
2009 FMNP Local Agency Program Application	
2009 WIC Local Agency Application and Program Requirements	4
2009 FMNP Check Management Guidelines	
2009 FMNP Check Management Guidelines	8
2009 FMNP Local Agency Check Log	15
2009 FMNP Lost or Stolen Check Report Form	16
2009 FMNP Local Agency Program Complaint Form	
2009 California FMNP Complaint Procedures	17
2009 FMNP Complaint Form	18
WIC Farmers' Market Nutrition Program Agency Sign	19
Using Your WIC Farmers' Market Checks Sample Handout (English)	20
Using Your WIC Farmers' Market Checks Sample Handout (Spanish)	21
ISIS FMNP Jobs Aids	
Job Aid: How to Enter Farmers' Market Inventory Maintenance Information	22
Job Aid: How to Enter Farmers' Market Serial Number into the Family Check Issuance Screen	28
Training Materials for Local Certified Farmers' Market Managers	
Training Materials for Local Certified Farmers' Market Managers	33
2009 and 2010 WIC FMNP Application Instructions for Market Managers (English)	34
2009 and 2010 WIC FMNP Application Instructions for Market Managers (Spanish)	35
2009 and 2010 WIC FMNP Market Manager Application Form	36
Single Farmers' Market	39
Sample CA Department of Food and Agriculture, Certificate for Certified Farmers' Market	40
2009 and 2010 WIC FMNP Application Instructions for Farmers (English)	41
2009 and 2010 WIC FMNP Application Instructions for Farmers (Spanish)	42
2009 and 2010 WIC FMNP Farmer Application Form	43
Sample CA Department of Food and Agriculture, Producers Certificate	45
2009 and 2010 WIC FMNP Administrative Requirements	46
Farmer and Market Manager Sanctions for Program Non-Compliances	48
How to Stamp a WIC FMNP Check	49
2009 WIC FMNP Frequently Asked Questions	50
2009 California Certified Farmers' Market sign	52
Tips on Starting a Certified Farmers' Market	53
Fresh Fruits, Vegetables and Fresh Cut Herbs for the 2009 FMNP	
2009 and 2010 WIC FMNP Approved List of Produce	55
2009 and 2010 FMNP Crop Guide	56
Eating the Rainbow Lesson Plan	(Visit www.wicworks.ca.gov/farmers market)
Recipes	(Visit www.wicworks.ca.gov/farmers market)





MARK B HORTON, MD, MSPH
Director

State of California—Health and Human Services Agency
California Department of Public Health



ARNOLD SCHWARZENEGGER
Governor

DATE: February 2, 2009
TO: FMNP Participating WIC Local Agencies
SUBJECT: 2009 Farmers' Market Nutrition Program (FMNP)

I am writing to welcome you to the 2009 Women, Infants, and Children (WIC) Farmers' Market Nutrition Program (FMNP). Thank you for your continued support and dedication to increasing fruit and vegetable consumption of our WIC families. The purpose of this letter is to identify important dates and provide you the enclosed start-up materials needed to train staff, educate participants, and provide support to local certified farmers' market managers.

Important Changes for 2009 Season

The Market Manager and Farmer applications will now cover a two year certification period, and their application will be in effect for the years 2009 and 2010. Next year, they will be required only to submit a copy of their 2010 Certificate For Certified Farmers' Market and/or Certified Producer.

2009 Season Dates

A one page document, following this letter, outlines important FMNP dates. Please copy this document and provide it to your staff.

Local Agency FMNP Agreement and Complaint Form

The State WIC Program previously mailed to you the 2009 local agency application and annual contract, a United States Department of Agriculture (USDA) requirement. The documents must be completed and returned to the State WIC office along with a copy of your nutrition education plans for FMNP by February 27, 2009. We also included a participant complaint form, to be used when a participant has a complaint regarding a farmers' market or farmer.

Administrative Funds

We are required by USDA to provide administrative funds to cover the cost of distributing FMNP check booklets. The administrative funds we provide to you are in proportion to the number of check booklets you receive. You will receive an email notification when these funds have been released.

Check Management Guidelines

Please follow the specific guidelines for check issuance to ensure FMNP checks are tracked and issued just like food instruments. The FMNP screens are available year-round to allow local agency staff to make changes to participant information any time of the year, not just during the FMNP season. A Job Aid is enclosed to simplify the process.

Please review the FMNP check management guidelines on page 9, with your staff and educate participants on the proper use of FMNP checks. A FMNP promotional sign is on page 19 for use in participant waiting areas.

Nutrition Education for FMNP

The fruit and vegetable preparation information, recipes, cooking suggestions, and "Eating the Rainbow at the Farmers' Market" are available on the WIC website.

Training Materials for Local Certified Farmers' Market Managers

Enclosed you will find copies of the application materials as well as the administrative requirements, sanctions, and guidelines that were sent to farmer's market managers and to certified farmers. As a local agency participating in the WIC FMNP you may choose to voluntarily train the farmers' market managers on program guidelines. A copy of the "WIC 2009 California Certified Farmers' Market" sign has been included for your use in training participants to identify which farmers will accept their FMNP checks.

Market Monitoring

If you are interested in conducting market compliance reviews, please contact the WIC FMNP Coordinator, at (916) 928-8513. We will provide you additional funding to cover the cost of the market reviews.

We look forward to another successful FMNP season. If you have any questions, please contact the FMNP Coordinator, at (916) 928-8513 or by email at wicfmnp.cdph.ca.gov.

Sincerely,

Leslie Kaye, M.S., R. D., Chief
Local Agency and Support Section III
WIC Supplemental Nutrition Branch
Enclosures

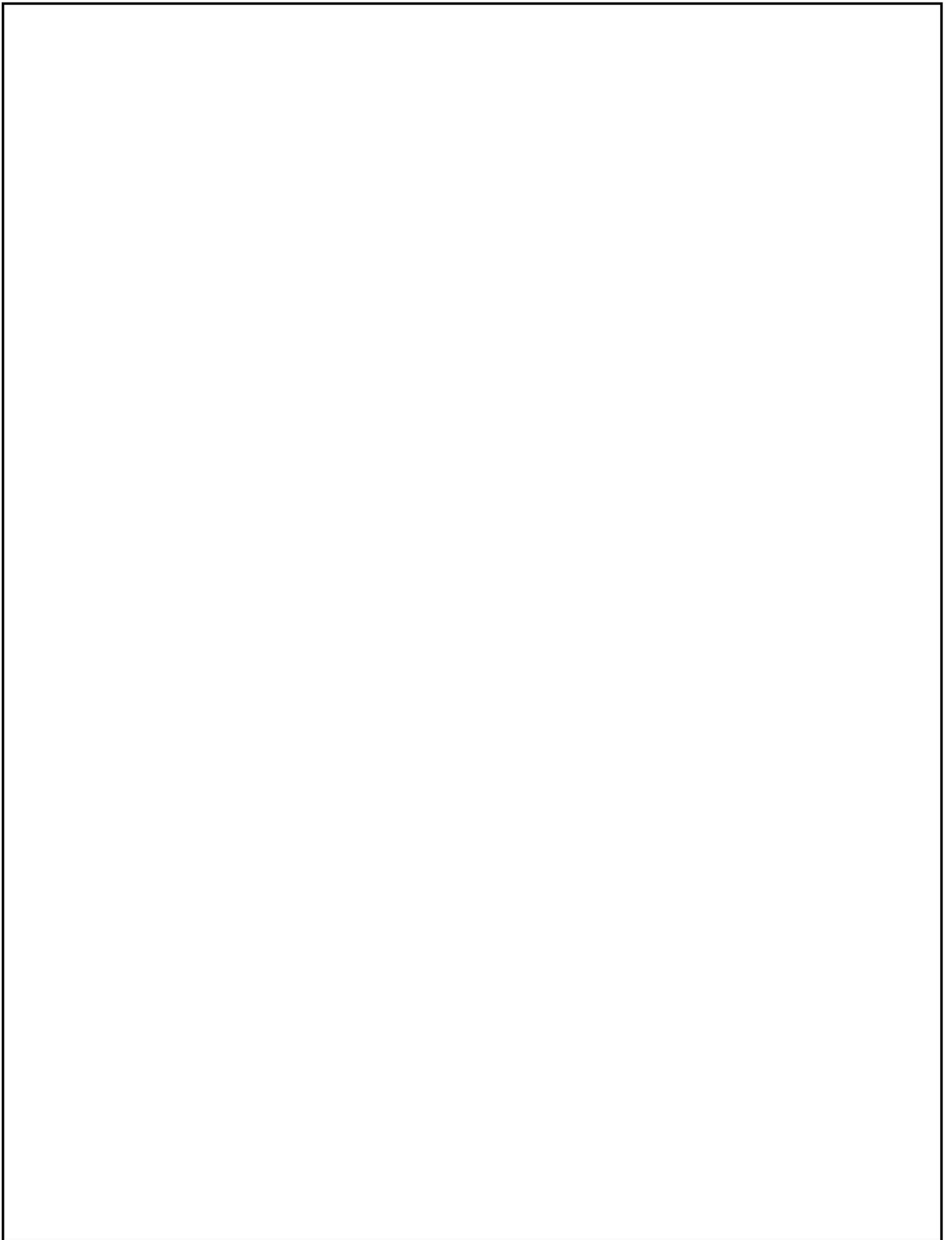


2009 Farmers' Market Nutrition Program (FMNP) Season Dates

<u>Date</u>	<u>Activity</u>
January	Market Manager and Farmer Start-up Packages mailed
January 15	Local agency applications mailed.
February 2	WIC Local Agencies start-up package and training materials mailed.
February 27	WIC Local Agency FMNP Application due.
March	State FMNP training for Market Managers, Farmers, and new WIC local agency FMNP Coordinators: State WIC Office (Sacramento) Los Angeles (Irwindale) Central California Northern California
April 1 – 30	The Local Agency FMNP coordinator and Participant Educator train staff and local Certified Farmers' Market Manager on FMNP Check guidelines.
April 6 – 15	FMNP checks shipped from manufacturer.
April 20 – 30	Local agencies receive check shipments and enter FMNP booklet serial numbers into the ISIS FMNP Inventory screen.
May 1	FMNP Season starts.
September 30	Last day to issue FMNP checks and ISIS issue screen deactivated. The ISIS history screen will stay active to assist in tracking unused checks.
November 30	Last day for participants to use checks.
December 18	Local WIC Agency FMNP Close-out Report due to State WIC.
December 31	Last day farmers may deposit FMNP checks into the bank.

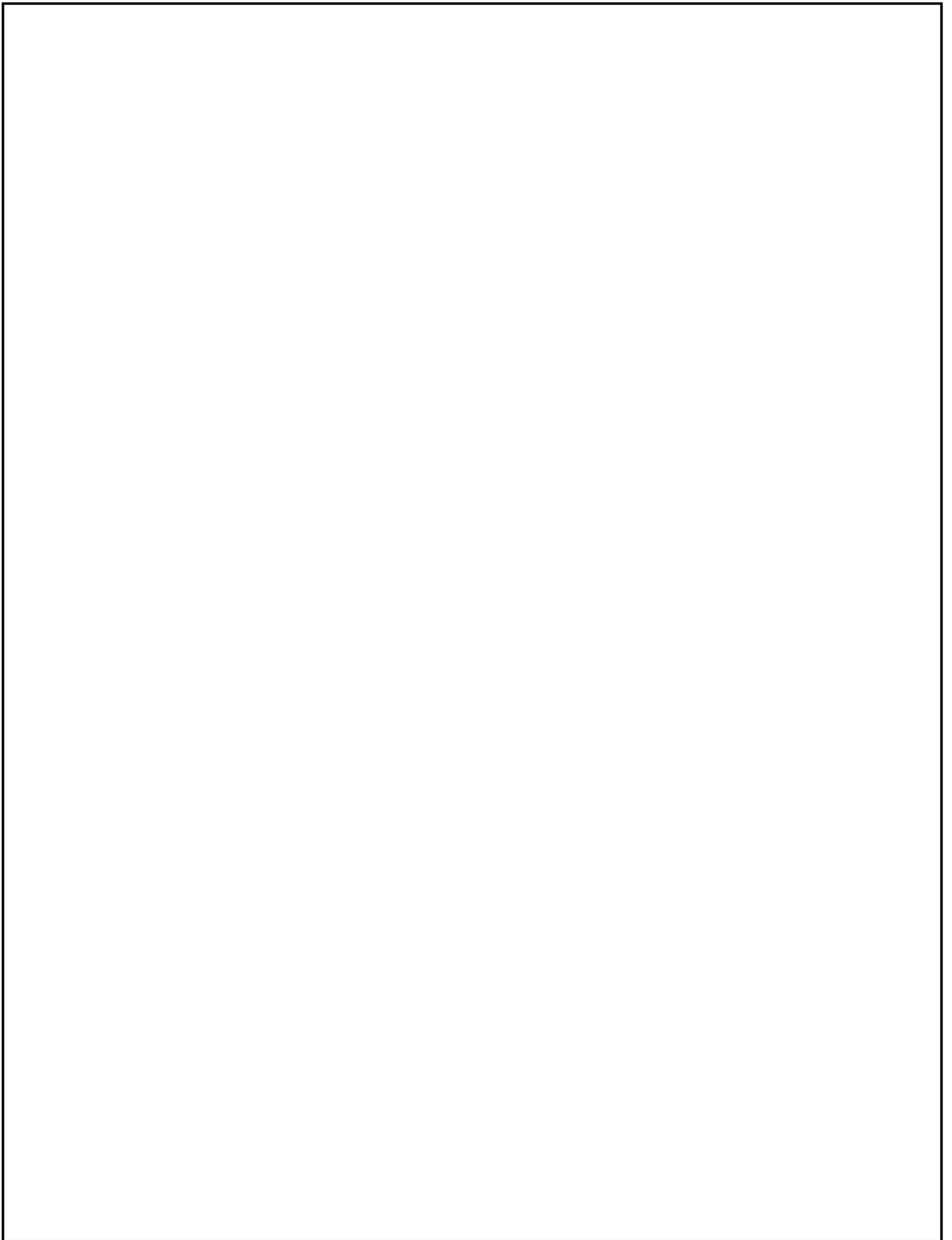
For questions regarding due dates and reports please contact:

CA WIC Program
Department of Public Health
Phone (916) 928-8513
Fax (916) 263-3314
wicfmnp@cdph.ca.gov



2009 FMNP Local Agency Program Application







2009 WIC Local Agency Application and Program Requirements California WIC Farmers' Market Nutrition Program

Local Agency Name:	Agency Number	Telephone Number:
WIC Local Agency Director:	E-mail address	FAX Number:
Agency FMNP Coordinator:		Telephone Number:
Shipping Street Address for delivery of FMNP checks:		FAX Number:
City:		
Identify Certified Farmers' Markets near your WIC Agency:	(Attach a list of markets)	Zip Code:

REQUIREMENTS FOR WIC AGENCIES TO PARTICIPATE IN THE FMNP

1. Follow WPM 350-10 guidelines on separation of duties and ensure that all FMNP checks are in a secure locked area.
2. Appoint a FMNP Coordinator to coordinate all FMNP functions.
3. Provide nutrition education that includes the benefits of fruits and vegetables to all eligible WIC participants during check issuance.
4. Ensure that all FMNP Checks are issued through ISIS and staff is trained on the FMNP ISIS issue screens. Ensure that participants sign the 2009 WIC FMNP Check Booklet Log.
5. Provide FMNP participants the 2009 WIC FMNP Approved List of Produce.
6. Ensure that FMNP Administration funds are used for staff time spent in distributing the FMNP check booklets to eligible WIC participants.
7. Provide a complete listing of all clinic sites that will issue the FMNP checks. This list is used to activate the FMNP ISIS screens.

WIC Local Agency Director's Signature	Date:
Signature of the CA WIC Program FMNP Coordinator:	Date:

FMNP PROGRAM INFORMATION



Local Agency:

E-mail address

Telephone Number:

The Agency FMNP Coordinator needs to coordinate the following activities:

1. Review the FMNP training materials included in the 2009 start up package.
2. Accept the responsibilities of FMNP tracking and administration.
3. Establish a partnership with local Certified Farmers' Market (CFM's) Managers.
4. Provide WIC Staff FMNP training and review the 2009 season start up package with those CFM managers whose markets have had previous WIC authorization.
5. Provide a listing of WIC FMNP check distribution sites. **Attach the clinic name and site number of each site that will issue the FMNP checks. This list is required for ISIS FMNP activation.**
6. Provide market manager training on the WIC check and stamping process.
7. Provide on-going communication and support to market managers.
8. **Attach** lesson plan(s), work sheets, or informational brochures that will be provided to participants on the nutritional benefits of fresh fruits and vegetables.
9. **Certify** that the staff in my WIC program will receive training in FMNP policies and procedures by _____ [planned date of training].
10. **Educate** WIC participants about Certified Farmers' Markets and about how to use FMNP checks.

FMNP Coordinator:

Telephone Number:

Name:

Title:

E-mail address:

Telephone Number:

WIC Program Minimum Requirements [Please check all that apply]

- 1 [] My WIC program operates within the framework of a State-approved Nutrition Services Plan for FFY 2008-09.
- 2 [] My WIC program is making a timely and good-faith effort to correct any deficiencies identified in the most recent Program Evaluation.

Return signed documents by February 27, 2009 to:
 FMNP Coordinator
 CA WIC Program, Department of Public Health
 3901 Lennane Drive, Sacramento, CA 95834
 Fax: (916) 263-3314 E-mail: wicfmnp@cdph.ca.gov

2009 FMNP

Check Management

STATE OF CALIFORNIA
2009 WIC FARMERS' MARKET NUTRITION PROGRAM
CHECK 750-

- GOOD FROM MAY 1 THROUGH NOVEMBER 30, 2009.
- Good ONLY AT California Certified Farmers' Markets APPROVED by WIC.
- Good ONLY to buy FRESH fruit, vegetables, and cut fresh herbs.

90-1342
1211

- VÁLIDO DEL 1 DE MAYO AL 30 DE NOVIEMBRE 2009.
- Válido SOLO en los mercados de los Granjeros de California.
- APROBADOS por WIC.
- Válido SOLO para comprar frutas, verduras, y hierbas frescas.

Farmers: Validate by stamping your 6-digit Certificate number.

VOID

NOT VALID AT GROCERY STORES
NO VALIDO EN TIENDAS DE COMIDA

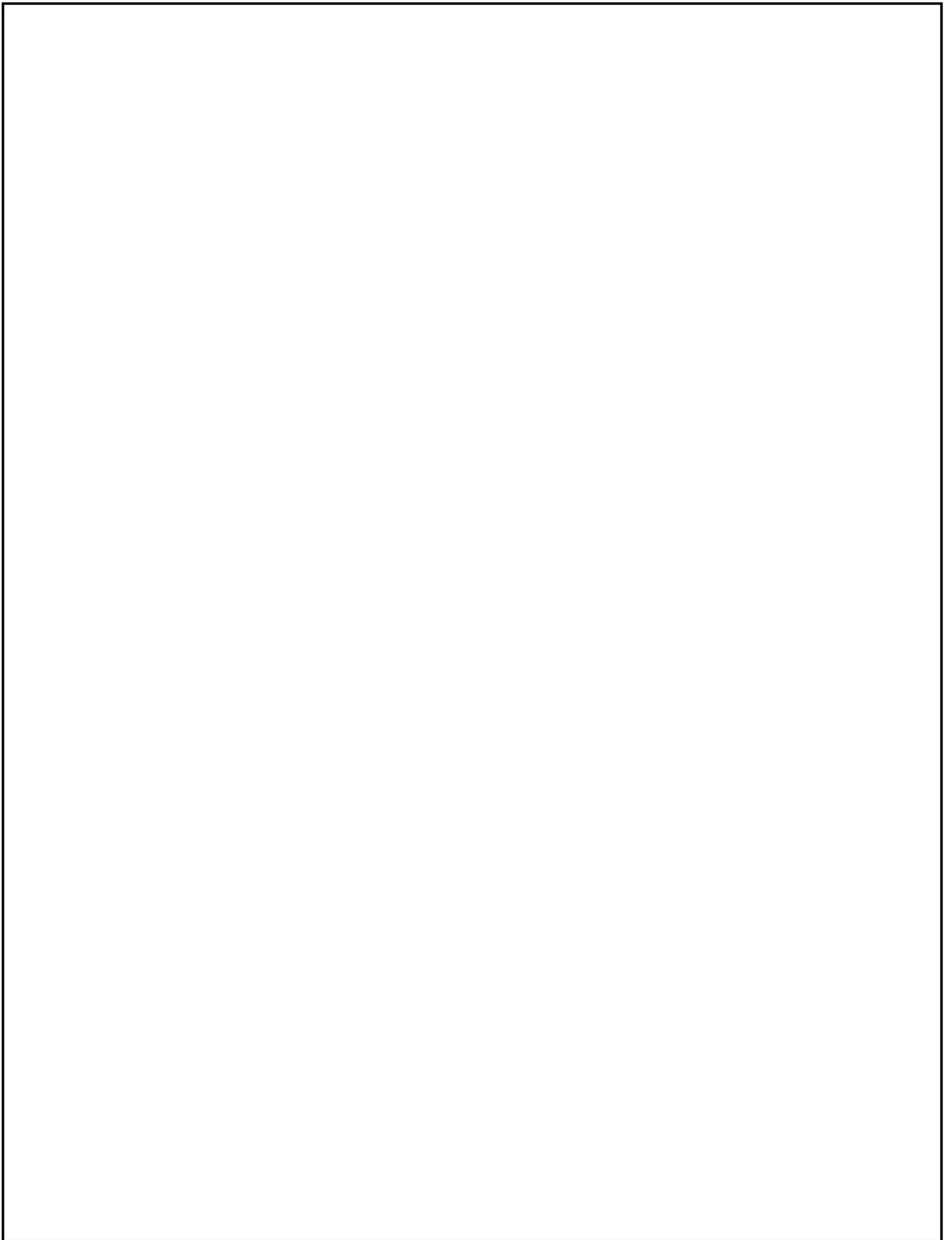
PAY EXACTLY
\$2.00
No Change Given
No Valido Por Dinero
Payable through the
California State Treasurer's
Office, Sacramento.

CALIFORNIA
wic
WOMEN, INFANTS & CHILDREN

Market Manager or Farmer must deposit by December 31, 2009.

⑈0750⑈ ⑆121113423⑆

Guidelines



2009 FMNP Check Management Guidelines

This page includes a brief overview of the documents located in this section. Local Agency FMNP Coordinators and staff are responsible for:

1. FMNP Inventory

- **Verify** all check booklet serial numbers against the shipping invoice.
- **Sign** the shipping invoice.
- **Send** a copy of your shipping invoice to the FMNP Coordinator within one week of check delivery.
- **Enter** all FMNP check booklet serial numbers into ISIS.

2. FMNP Check Booklet Log

- **Create** a FMNP Check Booklet Log. Develop one FMNP Check Booklet Log for each box containing up to 250 check booklets. [See sample excel log on page 15.]
- **Distribute** check booklets and FMNP Check Booklet Logs to designated WIC sites.
- **Confirm** that all WIC sites have ISIS FMNP fields turned on by May 1.

3. Issuing FMNP check booklets to participants

- Each WIC staff that issues FMNP check booklets to participants must use the ISIS Farmers Market Issue screen.
- Each time a FMNP booklet is issued, WIC staff must ensure that the participant signs for receipt of the booklet next to the serial number range on the FMNP Check Booklet Log.

4. Secure storage and transportation of check booklets

- The FMNP coordinator shall ensure the FMNP check booklets are never left unattended or unsecured.
- Refer to WPM 350-10, Separation of Duties, for guidelines on check security.
- Locked containers must be used to transport FMNP check booklets.

5. Handling lost, stolen, voided, expired, or damaged check booklets

- Use the 2009 FMNP Lost or Stolen Check Report Form [see page 16]. Be sure to enter dates and all data into designated fields.

6. End of season check booklet reconciliation

- Document the serial numbers of those FMNP checks not issued, returned, or damaged that remain at the WIC site or Agency the first week of December. Submit the list of unissued checks to the State WIC Program FMNP Coordinator by November 15, 2009.

7. End of season check booklet shredding

- Local WIC Agencies are required to shred all remaining unissued documented FMNP checks using the separation of duties process. Never return unissued checks to the WIC Program.

8. Sample FMNP Check Booklet Issuance Log (page 15)

FMNP Check Management

1. FMNP Inventory

WIC Local Agencies shall receive, store, transport, and distribute FMNP check booklets following the guidelines in the WIC Program Manual (WPM) Section 350-10. All duties related to the inventory of all FMNP check booklets must be split between two staff persons or verified by a second party to ensure that all aspects of check management are not within one person's control.

The printing company will ship the check booklets by bonded courier directly to the WIC Local Agency shipping address. The FMNP Coordinator or their designee must sign the shipping invoice. FMNP Coordinator or their designee is required to verify all check booklet serial numbers against the shipping invoice.

Action: A signed copy of the invoice must be mailed within a week of delivery to:

FMNP Coordinator
CA WIC Program
Department of Public Health
3901 Lennane Drive
Sacramento, CA 95834

The check booklet inventory must be maintained by properly entering the serial numbers into ISIS, issuing the check booklets through ISIS and instructing participants to sign for the receipt of check booklets using the FMNP Check Booklet Issuance Log.

Action: The WIC Local Agency FMNP Coordinator must enter the range of serial numbers printed on the check booklets into the Integrated Statewide Information System (ISIS) using the "Receive FMNP Booklet Shipment screen".

Using the first and last numbers of each box of 250 FMNP check booklets, the designee shall enter the full range of serial numbers into ISIS. Boxes containing check booklets out of consecutive order must be entered separately in ISIS in serial number order from the smallest serial number to largest serial number.

The WIC Local Agency FMNP Coordinator needs to designate those sites that will issue the check booklets through use of the ISIS FMNP Inventory screen.

For more details on ISIS FMNP functions, please refer to the ISIS Job Aid on page 22.

2. FMNP Check Booklet Issuance Log

The FMNP Check Booklet Issuance Log is a document that provides accountability for the receipt and issuance of FMNP check booklets by serial number. The FMNP Check Booklet Issuance Log includes the serial number of the issued check booklet, issue date, Family Identification Number, Category and the participant's signature. The FMNP Check Booklet Issuance Log will include all serial numbers of check booklets received, including those issued, lost, stolen, damaged, voided, and unused.

The FMNP Coordinator is required to create the FMNP Check Booklet Issuance Log using the excel spreadsheet sent with the 2009 FMNP Start-up package. If you do not have a spreadsheet, please e-mail wicfmnp@cdph.ca.gov.

The WIC Local Agency FMNP Coordinator should ensure that the full ranges of FMNP check booklet serial numbers are entered. Once the serial numbers have been entered into the Excel spreadsheet, the FMNP Check Log can be printed. Similar to the WIC Food Instrument Log, the WIC participant must sign on the line provided that matches the booklet of checks they received. A sample page of the FMNP Check Booklet Issuance Log is on page 15.

WIC Local Agencies are required to maintain all FMNP Check Booklet Issuance Logs for three years.

To generate your FMNP Check Booklet Issuance Log, please follow these steps:

1. Open the Excel spreadsheet. Enter your agency name and Agency number in the space provided.
2. Next, create a custom footer. Go to "File," and select "Page Setup." Next, select "Header/Footer, select footer. Insert into the footer the date and page number and save.
3. Please refer to page 15 for detailed instructions on how to fill in check booklet series number data.
4. Please remember to save the data you entered.
5. Go to "File" and select "Print Preview." This will allow you to view your FMNP Check Booklet Issuance Log.
6. Select "File" and then "Print."
7. After completing the above steps, instruct WIC staff to complete the FMNP Check Booklet Issuance Log when check booklets are issued to participants. The WIC Participant must sign on the line provided that matches the booklet of checks they received. The participant signature is used as documentation of receipt of the check booklet.

If you have any questions or problems using the spreadsheet, please feel free to contact the WIC Program FMNP Coordinator at (916) 928-8513.

3. Issuing FMNP Checks

WIC Local Agencies shall ensure the integrity of the check stock distribution process by assigning responsibilities to primary and secondary staff. Local agency staff must issue FMNP check booklets to participants through the ISIS Farmers' Market screen. Redeemed FMNP checks that are not issued correctly will show up on an error report sent to the State WIC Program by the State Treasurer's Office. For more details on the ISIS FMNP functions, please refer to the ISIS Job Aids.

All WIC participants receiving FMNP check booklets must be instructed to use the checks as follows:

- Checks can only be redeemed at WIC authorized Certified Farmers' Market sites. These markets will display the 2009 WIC Certified Farmers' Market sign. Participants should not use checks at a market or farmer stall that does not display the sign.
- Each FMNP check is worth \$2.00 to purchase fresh fruits, vegetables, and fresh cut edible herbs only. No honey, nuts, eggs, flowers, baked goods, dried fruit, plants, or non-food items may be purchased with the FMNP check.
- FMNP checks are not transferable to another person. The WIC participant may not give them to anyone else.
- Handle the FMNP checks carefully, as if they were cash.
- Checks may not be exchanged for cash.
- No change can be given or returned to participants as part of a WIC FMNP transaction. When the amount of the sale is less than the dollar value of the check, additional fruit or vegetables must be added to the purchase to bring the sale as close as possible to the check value.
 - As an example, two heads of lettuce and two tomatoes cost \$1.95. The participant can't buy another item for \$.05 cents. S/he is not allowed to ask for a nickel back from the farmer. WIC customers must receive produce for the full value stated on the FMNP check.
- Farmers may accept cash or food stamps to cover the purchase beyond the amount of the check.
- Produce purchased at the Farmers' Markets' will be at the same price as other customers.
- Torn or altered checks or checks without serial numbers cannot be accepted.
- Checks may not be redeemed at grocery stores.
- Lost or stolen check booklets will not be replaced. Participants should be advised to report lost or stolen check booklets to their WIC local Agency. The

WIC staff is required to complete a FMNP Lost or Stolen Check Report form (See page 16) and send it to the WIC Program FMNP Coordinator.

- FMNP checks are to be cashed at the Certified Farmers' Markets between May 1, 2009 and November 30, 2009.
- WIC participants may register a complaint about improper farmer and/or market practices. Complaint forms and procedures are located on pages 17-18.
- A simple map and/or directions to the closest participating certified farmers' market in your area should be offered to all WIC FMNP participants.

4. Secure Storage and Transportation of Check Booklets

WIC Local Agencies shall receive, store and transport FMNP check booklets following the guidelines in WPM Section 350-10.

- The FMNP checks must be stored in a secure, locked location. The security requirements for the FMNP check booklets are the same as for the WIC food instruments and checkstock.
- All staff must issue FMNP check booklets from a location that can be locked, such as a desk or cabinet. Staff must lock up check booklets when not in the immediate area. Never leave check booklets unattended.

Upon delivery and receipt of a FMNP check booklet shipment, the WIC Local Agency shall:

- Limit access to the check booklet storage area to authorized WIC Local Agency staff.
- Access should be limited to as few employees as possible.
- Utilize lockable containers to transport check booklets to WIC sites.

5. Handling lost, stolen, voided, expired, or damaged checks

The WIC Program does not replace lost or stolen checks.

- If checks are reported as lost or stolen, WIC local Agency staff must fill out the WIC Lost or Stolen Check Report form. (Page 16)
- Document lost or stolen FMNP checks in ISIS.
- Record lost or stolen FMNP checks on the FMNP Check Booklet Issuance Log.

- Mail a copy of the Lost or Stolen Check Report form to the following address:

FMNP Coordinator
CA WIC Program
Department of Public Health
3901 Lennane Drive
Sacramento, CA 95834

- All voided, expired, or damaged check booklets shall be recorded in the FMNP Check Booklet Issuance Log.
- After WIC Local Agency staff records voided, expired, or damaged check booklets in both ISIS and the FMNP Check Booklet Issuance Log, shred all checks on site. (See section 7 "End of Season Check Booklet Shredding".)
- The FMNP Coordinator or designee must maintain the inventory and security of booklets.

6. End of Season Check Booklet Reconciliation

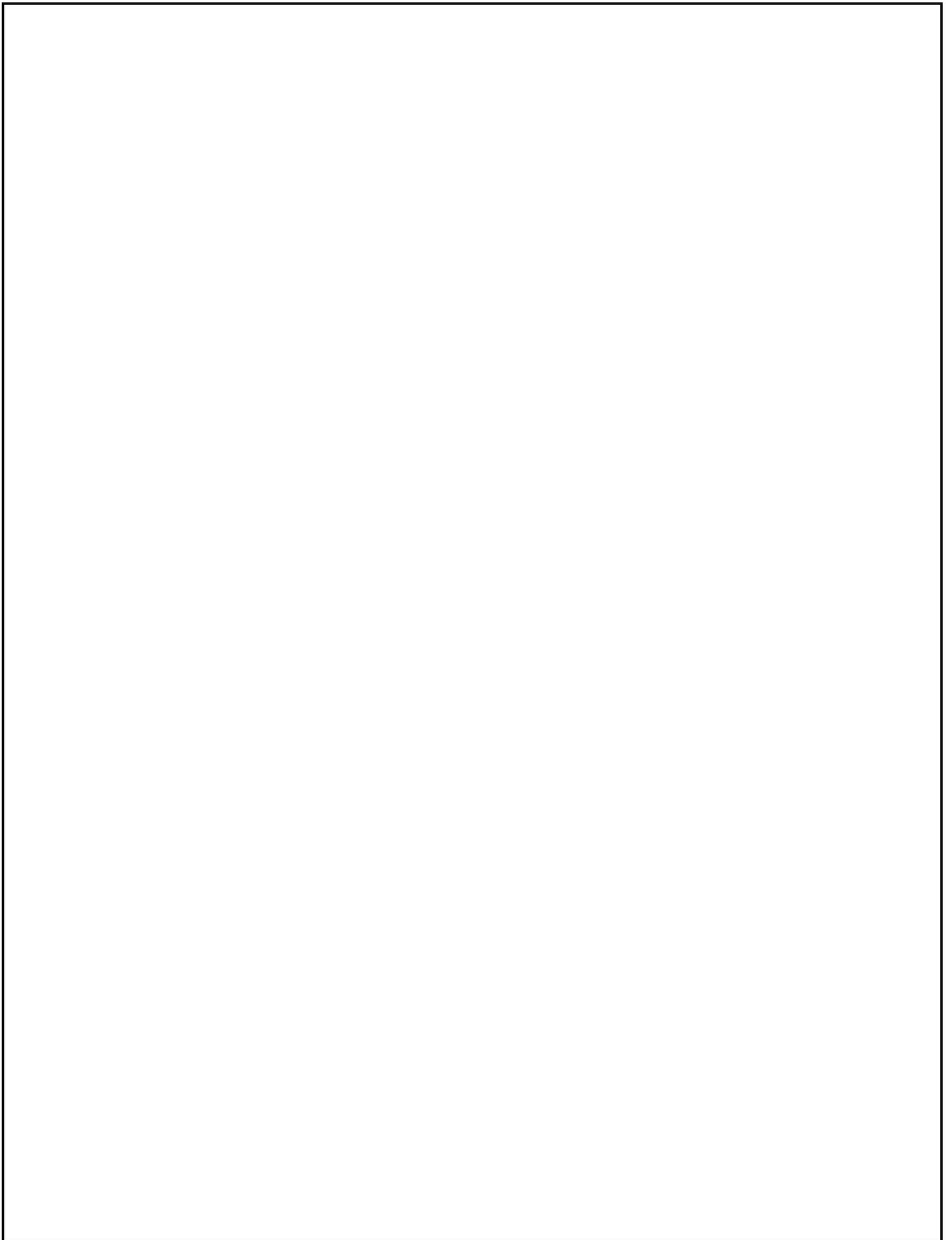
- The FMNP Coordinator must document the serial numbers of those FMNP check booklets not issued, returned, or damaged that remain at the WIC Local Agency the first week of October.
- All unissued, returned, damaged, or voided FMNP check booklets or checks must be recorded by check booklet or check serial number by the last week of October. A copy of the unissued serial numbers must be provided to the State WIC FMNP Coordinator by November 15. The WIC Local Agency must maintain a copy.
- The WIC Local Agency will shred any unissued FMNP check inventory.
- Checks need to be shredded by WIC Local Agency staff other than the FMNP Coordinator. The site supervisor or lead must confirm that all voided, expired, or damaged FMNP checks are securely destroyed.

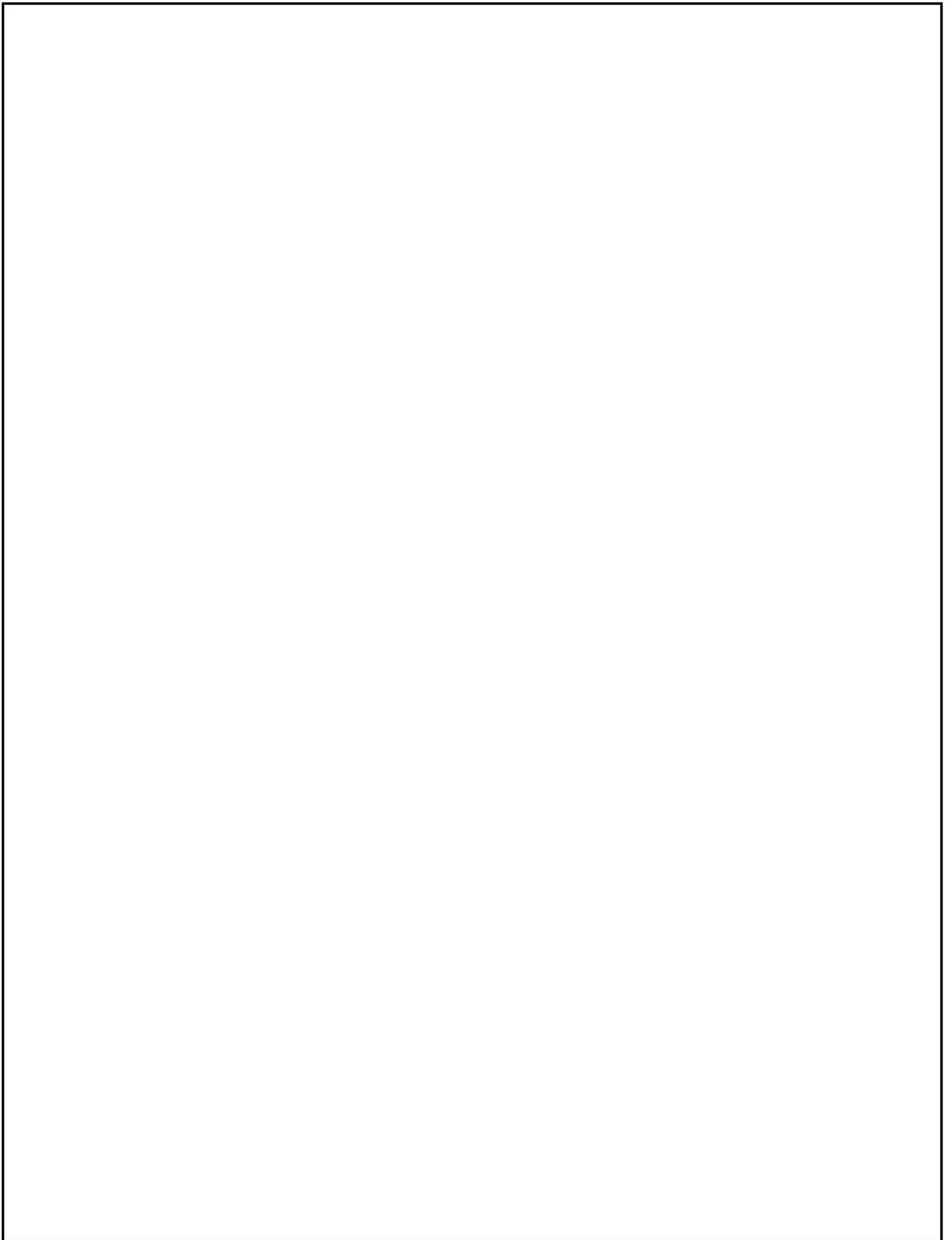
7. End of Season Check Booklet Shredding

- FMNP shredding guidelines are the same as for food instruments. Please follow procedures outlined in the WPM section .
- Record all serial numbers as unused in the ISIS FMNP inventory screen.
- Record all serial numbers on the FMNP Check Log as unused and destroyed.

Check Management

- After recording the unused check booklets in ISIS and on the FMNP Check Booklet Issuance Log, the FMNP coordinator must verify that staff shreds the checks.
- DO NOT mail unused FMNP checks to the CA WIC Program!





**2009
FMNP LOST OR STOLEN CHECK
REPORT FORM**

INSTRUCTIONS

Completion of all fields is required

- 1) Please enter the check serial number(s) into the ISIS FMNP inventory screen and code the status as "VOID."
- 2) WIC staff is required to complete all sections of this form including check serial numbers and dates.
- 3) Call CA WIC Program FMNP Coordinator to report check loss.

[WIC Local Agency: [Provide agency name, number and site name.]

Address:

Name of Local WIC Agency Staff Reporting:

Telephone Number:

E-Mail Address:

Sequence Numbers of Missing WIC FMNP Check(s)/Booklet(s):

Beginning:

Ending:

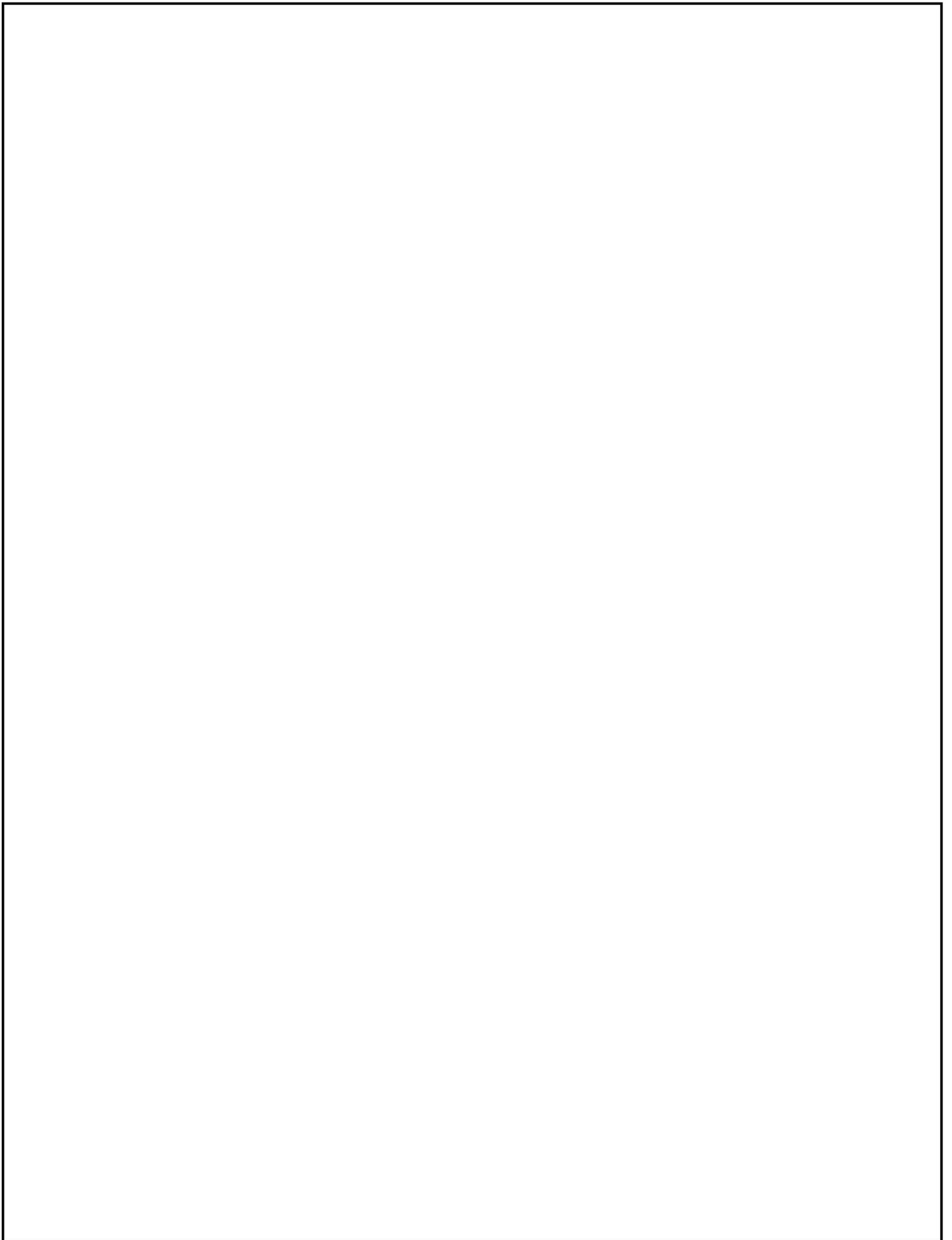
Date discovered missing:

Please describe briefly the circumstances of how the WIC FMNP Check(s)/Booklet(s) was lost, stolen, or inappropriately distributed.

Make two copies of this form. Please send the **original** completed form to:

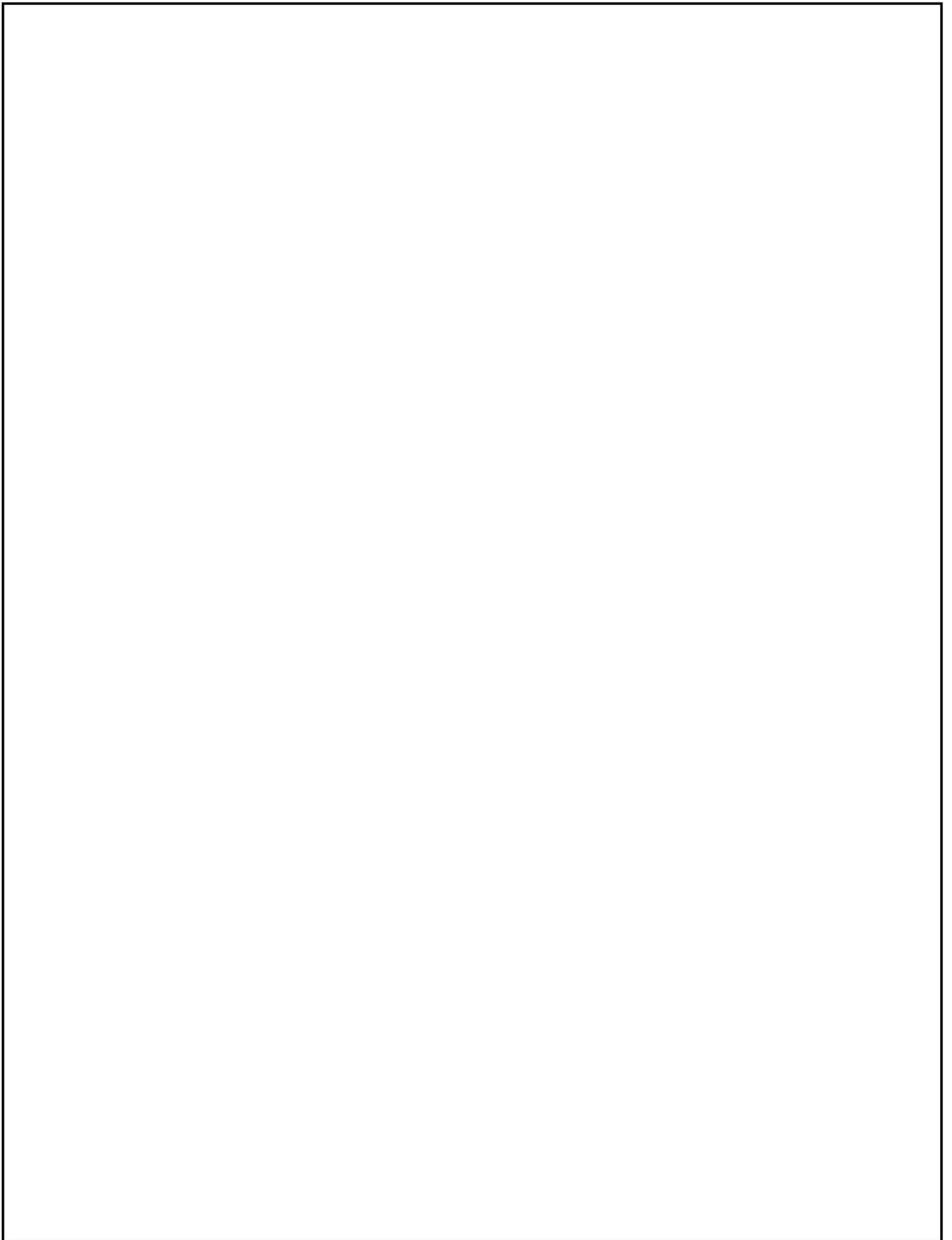
WIC FMNP Coordinator
CA WIC Program
Department of Public Health MS 8600
3901 Lennane Drive
Sacramento, CA 95834
(916) 928-8513

Keep a copy for your files.



FMNP LOCAL AGENCY COMPLAINT PROCEDURES AND FORM





**2009
CALIFORNIA FMNP COMPLAINT PROCEDURES**

For Use by Local WIC Agency Staff

The following steps should be taken regarding complaints about the Farmers' Market Nutrition Program (FMNP). The attached complaint form must be completed by staff and forwarded to the FMNP Coordinator to be resolved. USDA requires all fields on the complaint form to be completed.

1. The FMNP coordinator, or other authorized individual, will interview the participant (or farmer) who initiated the complaint to determine the nature of the problem.

If a problem occurred with an individual farmer at the Farmers' Market, the Complainant should ask for the farmer's name or his/her location within the Market and the date and time that the problem occurred.

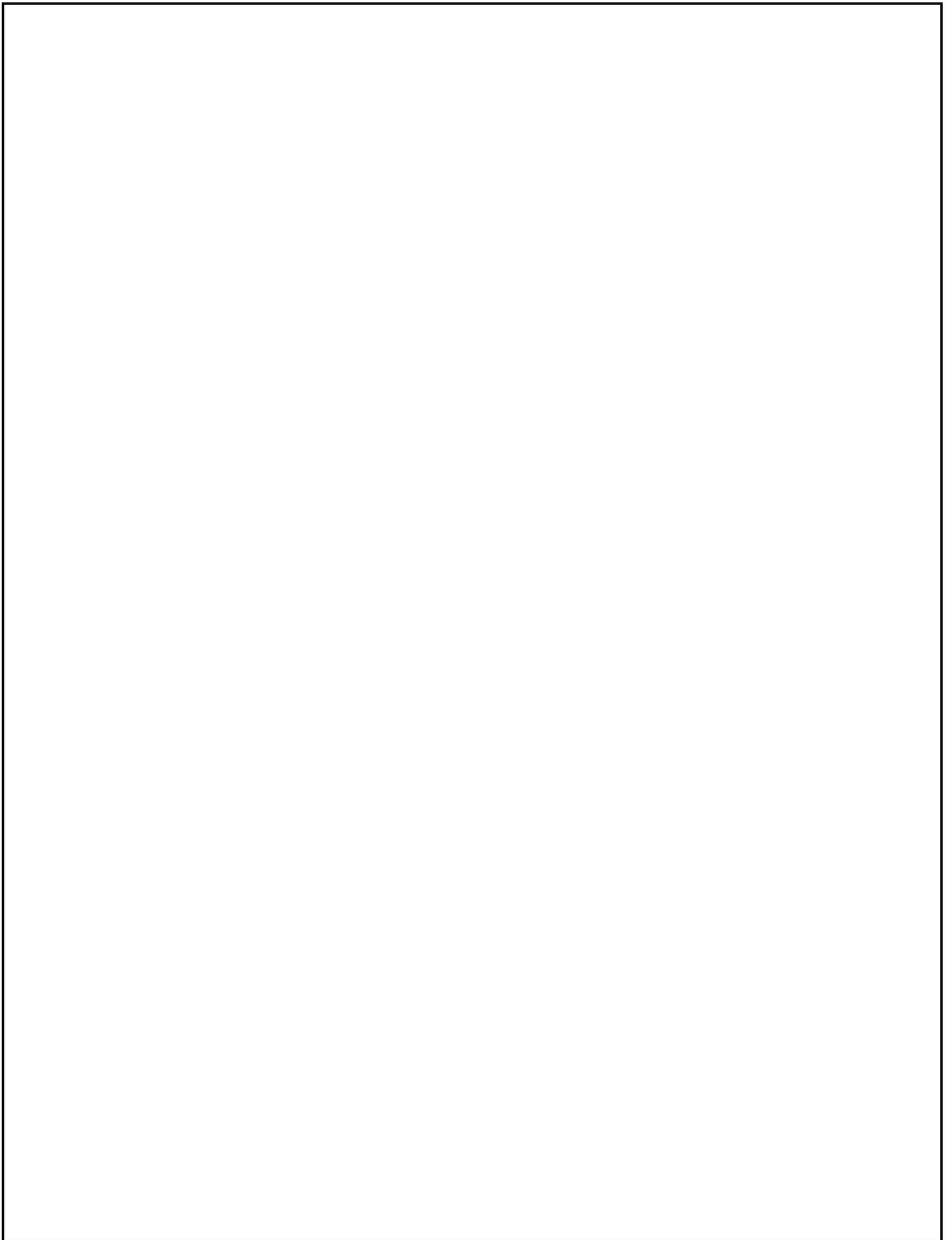
If a problem occurred with a WIC participant at the Farmers' Market, the Market Manager or Complainant should ask for the participant's name, his/her Local WIC Agency and the date and time that the problem occurred.

2. Interview other participants (or farmers) to determine whether the problem is widespread or occurred only once.
3. Complete the attached complaint form and forward it to:

WIC FMNP Coordinator
CA WIC Program
Department of Public Health MS 8600
3901 Lennane Drive
Sacramento, CA 95834
Phone: (916) 928-8513
Fax: (916) 263-3314

Keep a copy for your files.

"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TTY). USDA is an equal opportunity provider and employer."



2009
FMNP Complaint Form
For Local WIC Agency Use

Please complete all fields of this complaint form:
FMNP Coordinator
Fax (916) 263-3314

Date: _____

Name of WIC Agency and location of Certified Farmers' Market:

This complaint deals with the: (Please check the appropriate type)

Participant Farmer Other (Please specify)

Complainant's Name: _____

Phone Number: () _____

Complainant's Address: _____

Complainant Chooses to be Anonymous

Nature of Complaint: (Please be specific – Use additional paper if necessary)

Please record the name and phone number of each witness and a brief account of what the person saw/heard:

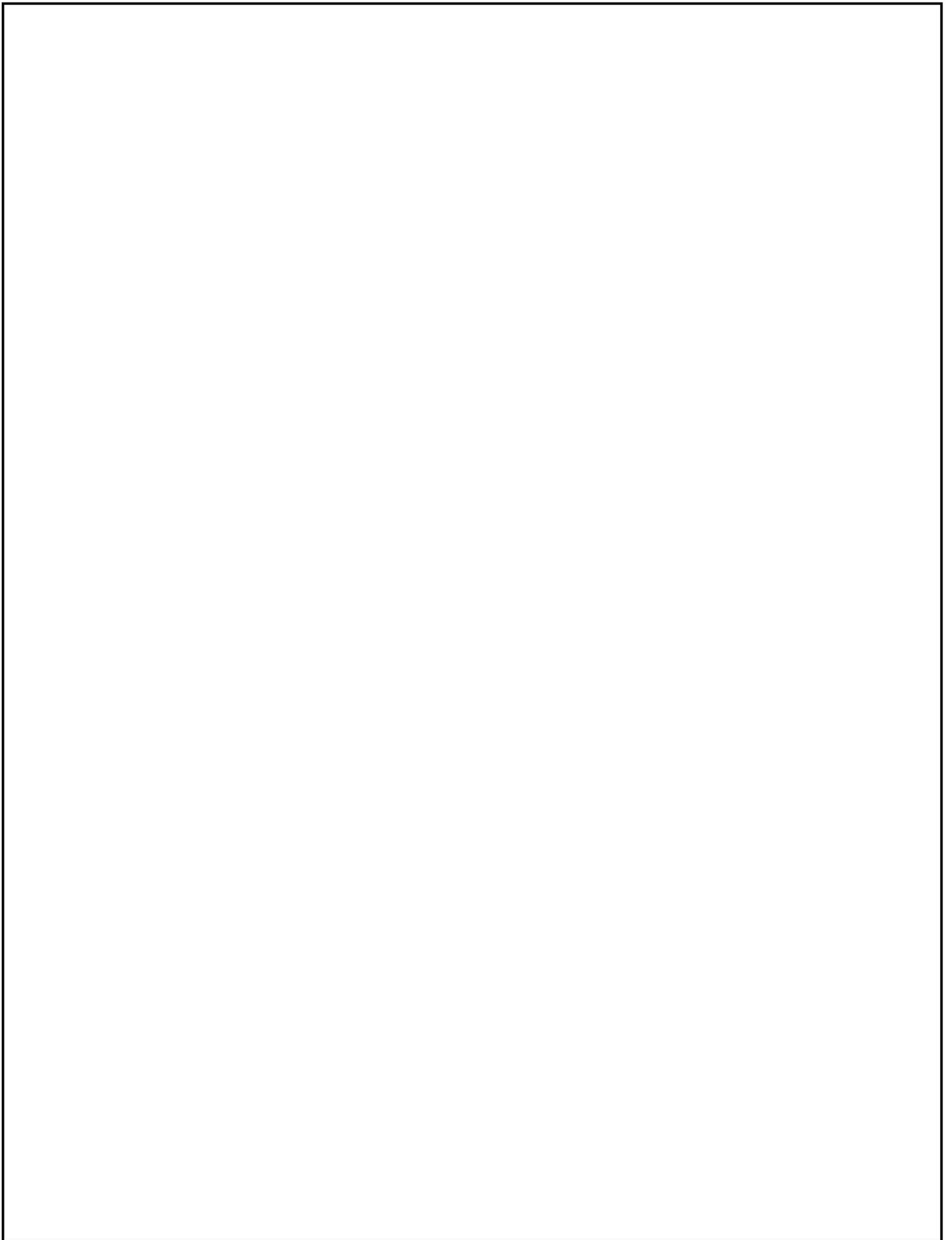
Did the complainant talk to the Market Manager? ____ Yes ____ No.
If so, what was the Manager's Response/Recommendation?

Name and phone number of Local WIC Agency FMNP staff handling complaint:

Name: _____

Phone number: _____

"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TTY). USDA is an equal opportunity provider and employer."



WIC FARMERS' MARKET NUTRITION PROGRAM

2009



WIC FMNP Checks

You May purchase

Fresh Fruits
Fresh Vegetables
Fresh Cut Herbs

You May Not Purchase

Honey
Eggs
Nuts
Flowers
Baked Goods
Processed Foods
Dried Fruit
Plants
Non-Food Items

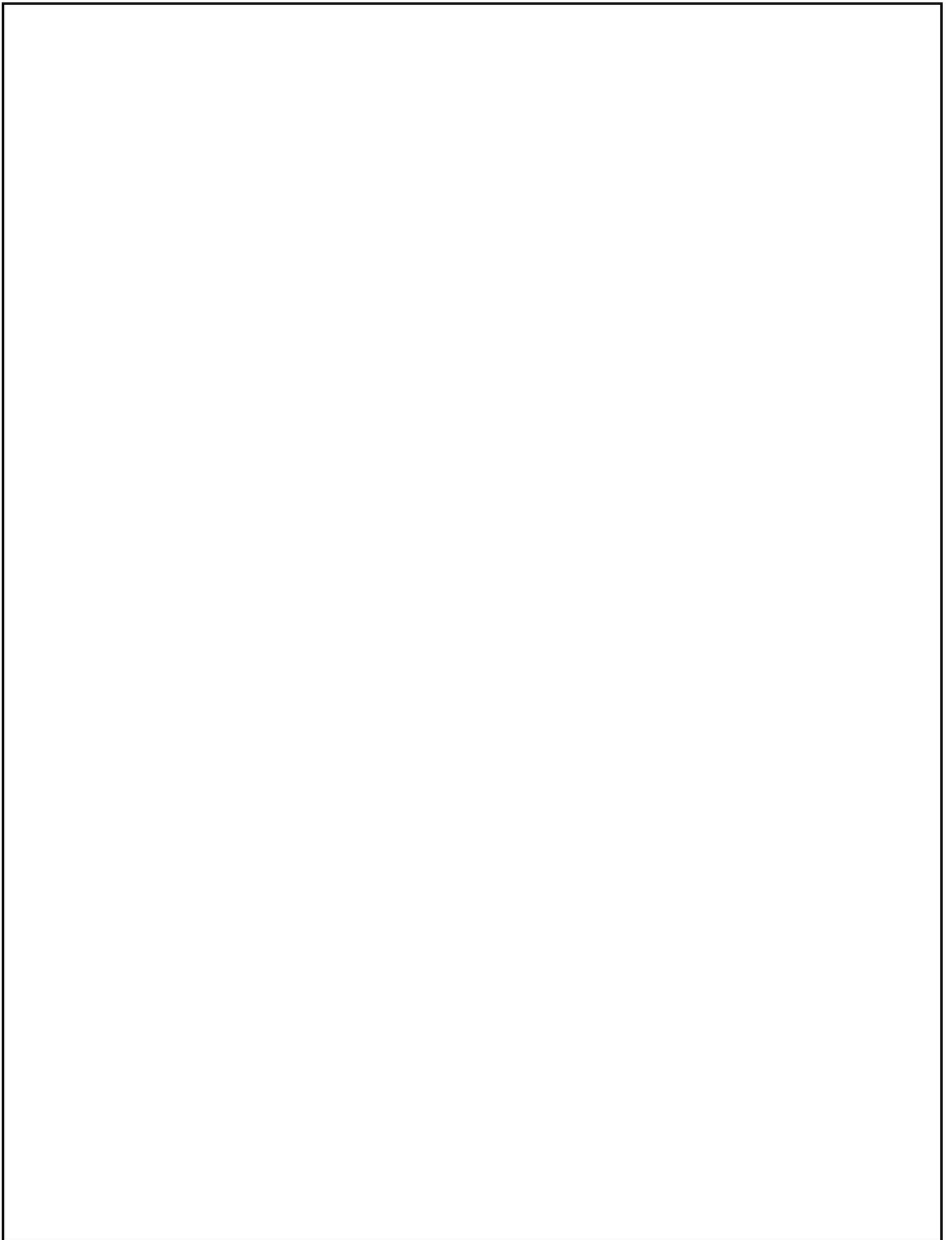
**Use your checks at farmers' markets between
May 1 ~ November 30**

CONTACT YOUR WIC AGENCY

\$20.00 Family Benefit per Season



**FOR MORE INFORMATION
VISIT OUR WEBSITE AT
WWW.WICWORKS.CA.GOV**



**USING YOUR WIC
FARMERS' MARKET CHECKS**

Checks can only be used at WIC approved
CERTIFIED farmers' markets.

Buy only FRESH fruits, vegetables, and edible herbs
with your checks.

You cannot buy jam, honey, nuts, eggs, flowers, or
baked goods with your checks.

Each Check is worth \$2.00. Checks cannot be
exchanged for cash. Farmers cannot give change.
If you buy less than \$2.00, the farmer will add
more fruits and vegetables of your choice to
make up the difference.

Farmers may accept cash or food stamps to cover the
purchase beyond the amount of the Check.

Handle your Checks as if they were cash.
Lost or stolen checks will not be replaced.

Damaged checks or checks without serial numbers
will not be accepted.

If you feel that you have been treated unfairly, contact
the farmers' market manager or your WIC
staff.

Use your Checks during May, June, July, August,
September, October, and November 2008.



**USING YOUR WIC
FARMERS' MARKET CHECKS**

Checks can only be used at WIC approved
CERTIFIED farmers' markets.

Buy only FRESH fruits, vegetables, and edible herbs
with your checks.

You cannot buy jam, honey, nuts, eggs, flowers, or
baked goods with your checks.

Each Check is worth \$2.00. Checks cannot be
exchanged for cash. Farmers cannot give change.
If you buy less than \$2.00, the farmer will add
more fruits and vegetables of your choice to
make up the difference.

Farmers may accept cash or food stamps to cover the
purchase beyond the amount of the Check.

Handle your Checks as if they were cash.
Lost or stolen checks will not be replaced.

Damaged checks or checks without serial numbers
will not be accepted.

If you feel that you have been treated unfairly, contact
the farmers' market manager or your WIC
staff.

Use your Checks during May, June, July, August,
September, October, and November 2008.



**USING YOUR WIC
FARMERS' MARKET CHECKS**

Checks can only be used at WIC approved
CERTIFIED farmers' markets.

Buy only FRESH fruits, vegetables, and edible herbs
with your checks.

You cannot buy jam, honey, nuts, eggs, flowers, or
baked goods with your checks.

Each Check is worth \$2.00. Checks cannot be
exchanged for cash. Farmers cannot give change.
If you buy less than \$2.00, the farmer will add
more fruits and vegetables of your choice to
make up the difference.

Farmers may accept cash or food stamps to cover the
purchase beyond the amount of the Check.

Handle your Checks as if they were cash.
Lost or stolen checks will not be replaced.

Damaged checks or checks without serial numbers
will not be accepted.

If you feel that you have been treated unfairly, contact
the farmers' market manager or your WIC
staff.

Use your Checks during May, June, July, August,
September, October, and November 2008.



COMO USAR SUS CUPONES DEL MERCADO DE FRUTAS Y VERDURAS

Los cupones se pueden usar solamente en los “Farmers’ Markets” CERTIFICADOS que son aprobados por el program de WIC.

Compre solamente frutas, verduras, y hierbas FRESCAS comestibles con sus cupones.

No puede comprar mermelada, miel, nueces, huevos, flores o panes horneados son sus cupones.

Cada cupón tiene el valor de \$2.00. No puede intercambiar los cupones por dinero en efectivo. Los granjeros (vendedores) no le pueden dar cambio. Si usted compra menos de los \$2.00, el granjero le dará más frutas o verduras, según su elección, para completar la diferencia.

Los granjeros sí pueden aceptar dinero en efectivo o estampillas de comida para cubrir compras que excedan el valor del cupón.

Maneje y cuide sus cupones como si fueran dinero en efectivo. Los cupones perdidos o que le hayan sido robados no serán reemplazados.

Los cupones dañados o cupones sin números de serie no serán aceptados.

Si usted siente que lo han tratado injustamente, comuníquese con el Gerente de “Farmers’ Market” o con el personal de su agencia de WIC.

Cambie sus cupones durante mayo, junio, julio, agosto, septiembre, octubre, y noviembre 2008.



COMO USAR SUS CUPONES DEL MERCADO DE FRUTAS Y VERDURAS

Los cupones se pueden usar solamente en los “Farmers’ Markets” CERTIFICADOS que son aprobados por el program de WIC.

Compre solamente frutas, verduras, y hierbas FRESCAS comestibles con sus cupones.

No puede comprar mermelada, miel, nueces, huevos, flores o panes horneados son sus cupones.

Cada cupón tiene el valor de \$2.00. No puede intercambiar los cupones por dinero en efectivo. Los granjeros (vendedores) no le pueden dar cambio. Si usted compra menos de los \$2.00, el granjero le dará más frutas o verduras, según su elección, para completar la diferencia.

Los granjeros sí pueden aceptar dinero en efectivo o estampillas de comida para cubrir compras que excedan el valor del cupón.

Maneje y cuide sus cupones como si fueran dinero en efectivo. Los cupones perdidos o que le hayan sido robados no serán reemplazados.

Los cupones dañados o cupones sin números de serie no serán aceptados.

Si usted siente que lo han tratado injustamente, comuníquese con el Gerente de “Farmers’ Market” o con el personal de su agencia de WIC.

Cambie sus cupones durante mayo, junio, julio, agosto, septiembre, octubre, y noviembre 2008.



COMO USAR SUS CUPONES DEL MERCADO DE FRUTAS Y VERDURAS

Los cupones se pueden usar solamente en los “Farmers’ Markets” CERTIFICADOS que son aprobados por el program de WIC.

Compre solamente frutas, verduras, y hierbas FRESCAS comestibles con sus cupones.

No puede comprar mermelada, miel, nueces, huevos, flores o panes horneados son sus cupones.

Cada cupón tiene el valor de \$2.00. No puede intercambiar los cupones por dinero en efectivo. Los granjeros (vendedores) no le pueden dar cambio. Si usted compra menos de los \$2.00, el granjero le dará más frutas o verduras, según su elección, para completar la diferencia.

Los granjeros sí pueden aceptar dinero en efectivo o estampillas de comida para cubrir compras que excedan el valor del cupón.

Maneje y cuide sus cupones como si fueran dinero en efectivo. Los cupones perdidos o que le hayan sido robados no serán reemplazados.

Los cupones dañados o cupones sin números de serie no serán aceptados.

Si usted siente que lo han tratado injustamente, comuníquese con el Gerente de “Farmers’ Market” o con el personal de su agencia de WIC.

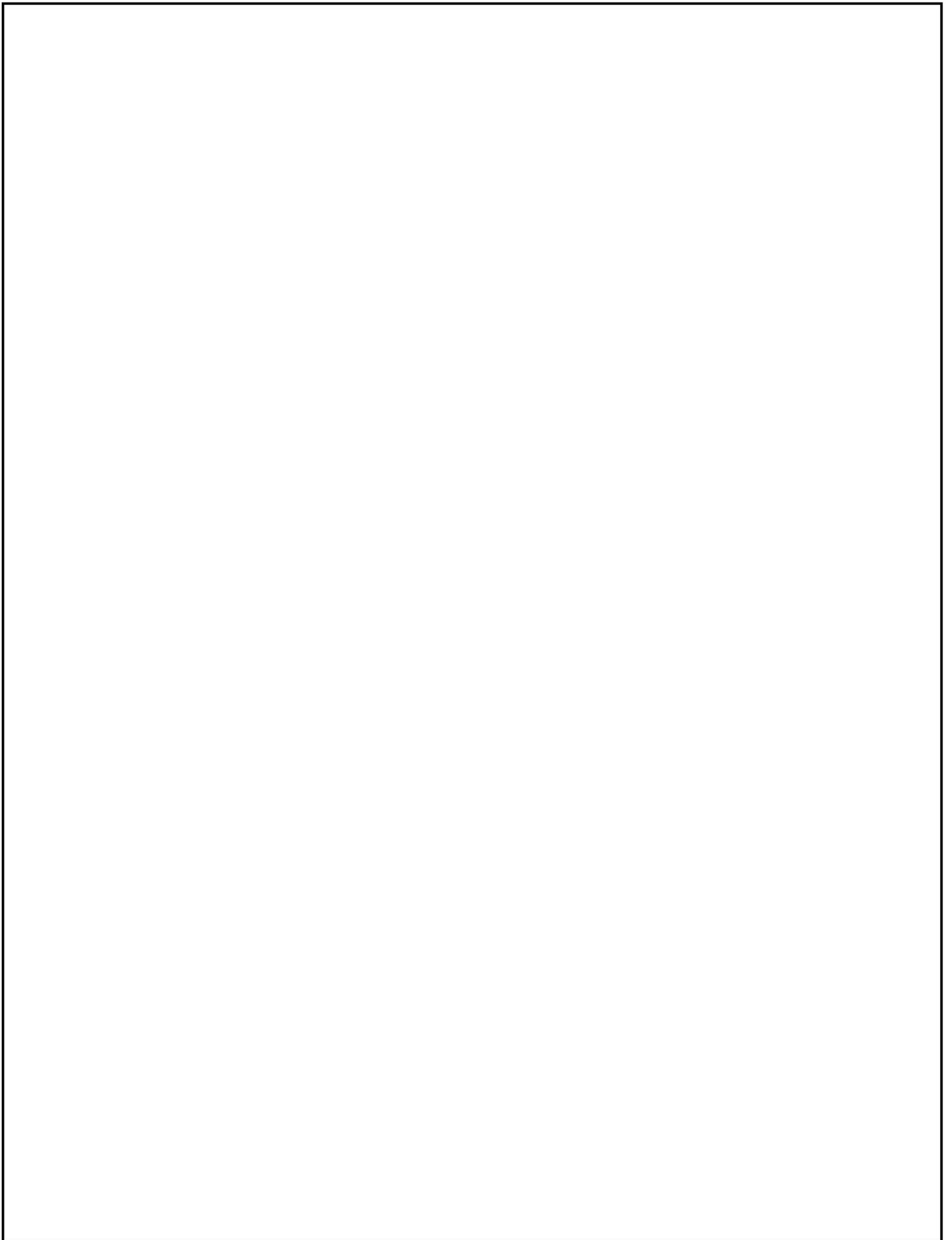
Cambie sus cupones durante mayo, junio, julio, agosto, septiembre, octubre, y noviembre 2008.





ISIS FMNP Job Aids

2009



JOB AID: HOW TO ENTER FARMERS' MARKET INVENTORY MAINTENANCE INFORMATION

Background

The WIC Branch automated the FMNP Booklet Inventory maintenance process through the development of an inventory screen in the Integrated Statewide Information System (ISIS).

Purpose

The FMNP inventory screens are used to:

- Receive Farmers' Market Nutrition Program Booklets
 - Maintain Farmers' Market Nutrition Program Booklets:
Browse, Change and Void
-

Pathway to Farmers' Market Inventory screens

You may access the FMNP Inventory screen as follows:

1. Main Menu
2. Local Administration Menu
3. Checkstock/ FMNP Inventory Menu
4. FMNP Booklet Inventory Menu

Once you access the FMNP Booklet Inventory Menu screen, you have the following options described on the next 4 pages:

- Receive FMNP Booklet Shipment
 - Maintain FMNP Booklet Inventory
 1. Browse
 2. Change
 3. Void
-

Status Codes

The following status codes will display in the Browse FMNP Booklet Inventory screens:

- D - Damaged
- R - Redeemed
- I - Issued
- A - Available
- U - Unused
- V - Void

Note: Valid entries for reason code would be D, U and V on the Void FMNP Booklet Inventory screen.

JOB AID: HOW TO ENTER FARMERS' MARKET INVENTORY MAINTENANCE INFORMATION

FARMERS' MARKET INVENTORY

Those Agencies who participate in the Farmers' Market Nutrition Program will use the inventory screens to receive, browse and maintain check booklet disposition. Local Agencies will receive FMNP check booklets in their inventory in ISIS before they issue check booklets.

LOCAL ADMINISTRATION MENU

ILA00M01	CALIFORNIA WIC INFORMATION SYSTEM	5/08/06
100VMART	LOCAL ADMINISTRATION	09:15 AM

Type one of the following options, then press F11:

1. APPOINTMENT/CONTACT TYPE
- 2. CHECKSTOCK/FMNP INVENTORY**
3. CLINIC/VENDOR ZIP CODE
4. DAILY SCHEDULE
5. MONTHLY SCHEDULE
6. NUTRITION EDUCATION PLAN
7. NUTRITION EDUCATION ASSIGN CLINIC
8. CHANGE PRINTER INFORMATION
9. PARTICIPATION REPORTS
10. CHANGE CERTIFICATION DATES
11. DELETE DAILY SCHEDULE
12. IMMUNIZATION REPORTS
13. REFERRAL TYPE

Command ==>

F: 1=Help 3=Exit 11=Done 12=Prev

- Option #2 on this menu reads, "CHECKSTOCK/FMNP INVENTORY"

LOCAL CHECKSTOCK INVENTORY MENU

IC111M01	CALIFORNIA WIC INFORMATION SYSTEM	2/04/06
100VMART	LOCAL CHECKSTOCK INVENTORY MENU	03:48 PM

Type one of the following options, then press F11:

1. RECEIVE CHECKSTOCK
2. CHECKSTOCK ORDERS
3. SHIP CHECKSTOCK
4. INVENTORY REPORTS
5. MAINTAIN CHECKSTOCK INVENTORY
6. VOID TO CORRECT MISMATCH
7. LOGON TO PRINTER
- 8. FMNP BOOKLET INVENTORY**

Command ==>

F: 1=Help 3=Exit 11=Done 12=Prev

JOB AID: HOW TO ENTER FARMERS' MARKET INVENTORY MAINTENANCE INFORMATION

FMNP BOOKLET INVENTORY MENU

IFM00M01 CALIFORNIA WIC INFORMATION SYSTEM 1/09/06
100VMART **FMNP BOOKLET INVENTORY MENU** 2:04 PM

Type one of the following options, then press F11: ____

1. RECEIVE BOOKLETS
2. MAINTAIN BOOKLET INVENTORY
3. INVENTORY REPORTS (NOT AVAILABLE)
4. LOGON TO PRINTER (NOT AVAILABLE)

Command====>

F: 1=Help 3=Exit 11=Done 12=Prev

- Options on this menu include: RECEIVE BOOKLETS and MAINTAIN BOOKLET INVENTORY. This screen includes options for INVENTORY REPORTS and LOGON TO PRINTER for future needs.

RECEIVE FMNP CHECK BOOKLET SHIPMENT SCREEN

IFM02M01 CALIFORNIA WIC INFORMATION SYSTEM 1/09/06
100VMART **RECEIVE FMNP BOOKLET SHIPMENT** 03:22 PM

Enter a range of booklets and/or individual booklets to receive,
and press F6-Save or F11-Done.

CLINIC ID: ____

DATE RECEIVED: 01 09 06

BOOKLET NUMBERS

RANGE: 61 _____ TO 61 _____

INDIVIDUAL BOOKLETS: 61 _____

61 _____

61 _____

61 _____

61 _____

Command====>

F: 1=Help 2=Clear 3=Exit 4=Opt 6=Save 11=Done 12=Prev

JOB AID: HOW TO ENTER FARMERS' MARKET INVENTORY MAINTENANCE INFORMATION

- Before any FMNP checks can be issued, they must be received into each clinic's inventory using the RECEIVE FMNP CHECKS screen. Clinic ID, Date Received and at least one booklet number will be required on this screen. Date Received field will automatically display today's date but users will be able to change this date to a past date within the same year. After keying all the required information, you will need to press F6 or F11 to save the information.

MAINTAIN FMNP BOOKLET INVENTORY MENU (option 2 from FMNP Booklet Inventory menu)

IFM01M01 CALIFORNIA WIC INFORMATION SYSTEM 1/17/06 100VMART
MAINTAIN FMNP BOOKLET INVENTORY 08:04 AM

Type one of the following options, then press F11:

1. BROWSE
2. CHANGE
3. VOID

Command ==>

F: 1=Help 3=Exit 11=Done 12=Prev

BROWSE FMNP BOOKLET INVENTORY SCREEN

IFM03M01 CALIFORNIA WIC INFORMATION SYSTEM 5/08/06
100VMART **BROWSE FMNP BOOKLET INVENTORY** 10:53 AM

Type the Booklet Number and press F5 to retrieve.

BOOKLET NUMBER: 1110075

LASTMODUSER: 100AHALE LASTMODDATE: 05/07/2005

CLINIC ID: 001 CLINIC NAME: TEST AGENCY FOR RI NEEDS

INDIVIDUAL ID:

COUPON NUMBER	STATUS	STATUS DATE
21	D	05/07/2005
22	D	05/07/2005
23	D	05/07/2005
24	D	05/07/2005
25	D	05/07/2005

Command ==>

F: 1=Help 3=Exit 4=Options 5=Retrieve 11=Done 12=Prev

JOB AID: HOW TO ENTER FARMERS' MARKET INVENTORY MAINTENANCE INFORMATION

- Browse allows local agencies to browse online coupon booklets assigned to their clinic and other clinics within their agency, and to view the disposition of the coupon booklets.

CHANGE FMNP BOOKLET INVENTORY SCREEN

IFM04M01 CALIFORNIA WIC INFORMATION SYSTEM 2/05/06
100VMART CHANGE FMNP BOOKLET INVENTORY 01:10 PM

Enter a range of booklets and/or individual booklets to change, the new Clinic ID and press F6-Save or F11-Done.

CLINIC ID:

BOOKLET NUMBERS

RANGE: 61 _____ TO 61 _____

INDIVIDUAL BOOKLETS: 61 _____
61 _____
61 _____
61 _____
61 _____

Command ==>

F: 1=Help 2=Clear 3=Exit 4=Options 6=Save 11=Done 12=Prev

- Change allows local agencies to correct errors made to the Clinic ID that were previously made on the RECEIVE FMNP BOOKLET SHIPMENT screen. It can also be used to move check booklets to another Clinic within their Agency.

VOID FMNP BOOKLET INVENTORY SCREEN

IFM05M01 CALIFORNIA WIC INFORMATION SYSTEM 2/06/06
100VMART VOID FMNP BOOKLET INVENTORY 08:07 AM

REASON CODE : D

DESCRIPTION : Damaged

INDIVIDUAL BOOKLET: 61 _____
61 _____
61 _____
61 _____
61 _____

Command ==>

F: 1=Help 2=Clear 3=Exit 4=Options 6=Save 11 Done 12=Prev

- VOID allows local agencies to void damaged check booklets that have not been issued. Users will also use this screen to record damaged check booklets that have already been issued to a family.

JOB AID: HOW TO ENTER FARMERS' MARKET INVENTORY MAINTENANCE INFORMATION

FARMERS' MARKET SCREEN (IFM10MO1)

IFM10M01	CALIFORNIA WIC INFORMATION SYSTEM	1/09/06			
100VMART	FARMERS' MARKET	2:04 PM			
FAMILY NAME: YOLANDA SAGARIO FAMILY ID: YS201401292					
FIRST NAME	LAST NAME	CATEGORY	BOOKLET	ISSUE DATE	RETURN
YOLANDA	SAGARIO	C	61 <u>1111111</u>	10/19/05	—
Command====>					
F: 1=Help 4=Options 11=Done 12=Prev					

- This screen has edits to prevent users from assigning participants a booklet number that was received in another clinic or has not been received into their inventory.

JOB AID: How to Enter Farmers' Market Serial Number into the Family Check Issuance Screen

How to enter FMNP Check Serial Numbers

New ISIS Job Aids on FMNP check issuance will be operating by May 1, 2006.
 This new FMNP issue screen will have its own menu option on the Food Instrument menu. If you choose Option 11, you will go to a search menu (same as other search menus in ISIS). Note the following example:

```
IFI00M01      CALIFORNIA WIC INFORMATION SYSTEM      1/18/06
100VMART      FOOD INSTRUMENTS MENU                10:59 AM
```

Type one of the following options, an ID number if known, then press F11: __
 FAMILY ID: _____
 INDIVIDUAL ID: _____

1. PREPARE PACKAGES TO PRINT
2. PRINT PACKAGES (NO ID NEEDED)
3. VOID FOOD INSTRUMENTS (NO ID NEEDED)
4. CHANGE PRESCRIPTION
5. CHANGE ISSUED FOOD PACKAGES
6. BROWSE FAMILY ISSUED FOOD PACKAGES
7. BROWSE PRINTED FOOD INSTRUMENTS BY FAMILY ID
8. BROWSE PREPARE FAMILY PACKAGES
9. FOOD PRESCRIPTIONS - EXCEPTIONS
10. IMMUNIZATION
- 11. FARMERS' MARKET**

Command ==>
 F: 1=Help 2=Clear 3=Exit 11=Done 12=Prev

The first screen in this path would be the current IFI10M01. This screen would be turned on and off just as it is in the Prepare Packages to Print path.

Family Issue

Insert Check Serial Number

```
IFM10M01      CALIFORNIA WIC INFORMATION SYSTEM      1/18/06
100VMART      FARMERS' MARKET                        10:54 AM
```

FAMILY NAME: VERONICA MARTINEZ FAMILY ID: VM811505210

BOOKLET ISSUE DATE RETURN
 60 _____

Command ==>
 F: 1=Help 4=Options 11=Done 12=Prev

JOB AID: How to Enter Farmers' Market Serial Number into the Family Check Issuance Screen

The second screen in the path will be a new screen displaying the most current disposition status of each check issued to this family in the last two seasons. (Starting with the 2005 season, as the 2004 season was an individual issuance and sometimes more than one member of the family received booklets.)

**History
screen**

IFMXXXXX CALIFORNIA WIC INFORMATION SYSTEM 1/18/06
100VMART FARMERS' MARKET CHECK HISTORY 10:54 AM

FAMILY NAME: VERONICA MARTINEZ FAMILY ID: VM811505210

CHECK #	STATUS	STATUS DATE	CHECK #	STATUS	STATUS DATE
50 0001000	R	11/06/2005			
51 0001000	I	06/20/2005			
52 0001000	R	11/06/2005			
53 0001000	R	11/06/2005			
54 0001000	I	06/20/2005			
55 0001000	R	11/06/2005			
56 0001000	R	11/06/2005			
57 0001000	R	11/06/2005			
58 0001000	R	11/06/2005			
59 0001000	R	11/06/2005			

Command ==>

F: 1=Help 4=Options 11=Done 12=Prev

JOB AID: How to Enter Farmers' Market Serial Number into the Family Check Issuance Screen

Follow the steps below to enter the necessary information at the Farmer's Market Screen to issue FMNP check booklets.

Step	<u>Action</u>
.	<ul style="list-style-type: none"> • Use the family identification number • Input the last 7 digits of the FMNP check serial number, located at the top right corner of the FMNP check booklet, into the Farmers Market screen and press F11.

This function must be used every time a FMNP check booklet is issued.

FARMERS' MARKET Screen (IFM10MO1)

- This screen is accessed from the **Prepare packages to print path or the food instruments menu.**

IFM10M01 100VMART	CALIFORNIA WIC INFORMATION SYSTEM FARMERS' MARKET	6/19/06 2:04 PM			
FAMILY NAME:	ROLINDA SANCHEZ	FAMILY ID: RS201401292			
FIRST NAME ROLINDA	LAST NAME SANCHEZ	CATEGORY C	BOOKLET 411 <u>1111111</u>	ISSUE DATE 06/19/05	RETURN —
Command ==>					
F: 1=Help 4=Options 11=Done 12=Prev					

JOB AID: How to Enter Farmers' Market Serial Number into the Family Check Issuance Screen

How to enter information

Follow the steps below to enter the necessary information at the Farmer's Market Screen to **return** a FMNP check booklet.

Step	<u>Action</u>
	<ul style="list-style-type: none"> • After a check booklet is issued it may be returned for two reasons: <ol style="list-style-type: none"> 1. To be issued to another participant; or 2. If it has been damaged. • To return a check, use the RETURN field on the Farmers' Market screen. • Valid entries are U=Unused and D=Damaged. • Put the appropriate code, either U or D, in the return field and press F11. <p>If you enter "U" and press F11, ISIS will take you to the 'Prepare Family Packages screen.' The user needs to put a 0 for months to issue then press F11 to save the information.</p>

IFM10M01		CALIFORNIA WIC INFORMATION SYSTEM		
6/19/06				
100VMART		FARMERS' MARKET		
2:04 PM				
FAMILY NAME:		ROLINDA	SANCHEZ	FAMILY ID:
RS201401292				
FIRST NAME	LAST NAME	CATEGORY	BOOKLET	ISSUE
DATE	RETURN			
ROLINDA	SANCHEZ	C	411	<u>1111111</u>
06/19/05	<u>U</u>			

JOB AID: How to Enter Farmers' Market Serial Number into the Family Check Issuance Screen

How to enter information

Follow the steps below to enter the necessary information at the Farmer's Market Screen to enter a FMNP check booklet as **damaged**.

Step	<u>Action</u>
	<ul style="list-style-type: none"> Once on the Farmer's Market screen and A "D" is entered a box will pop up confirming you want to enter a damaged booklet. You will need to retype the booklet serial number you want to enter as damaged and press F11. If you do not want to enter the booklet as damaged then press F3 cancel. When you proceed with entering the booklet as damaged and press F11, the Booklet field clears and you are returned to the Farmers' Market screen.

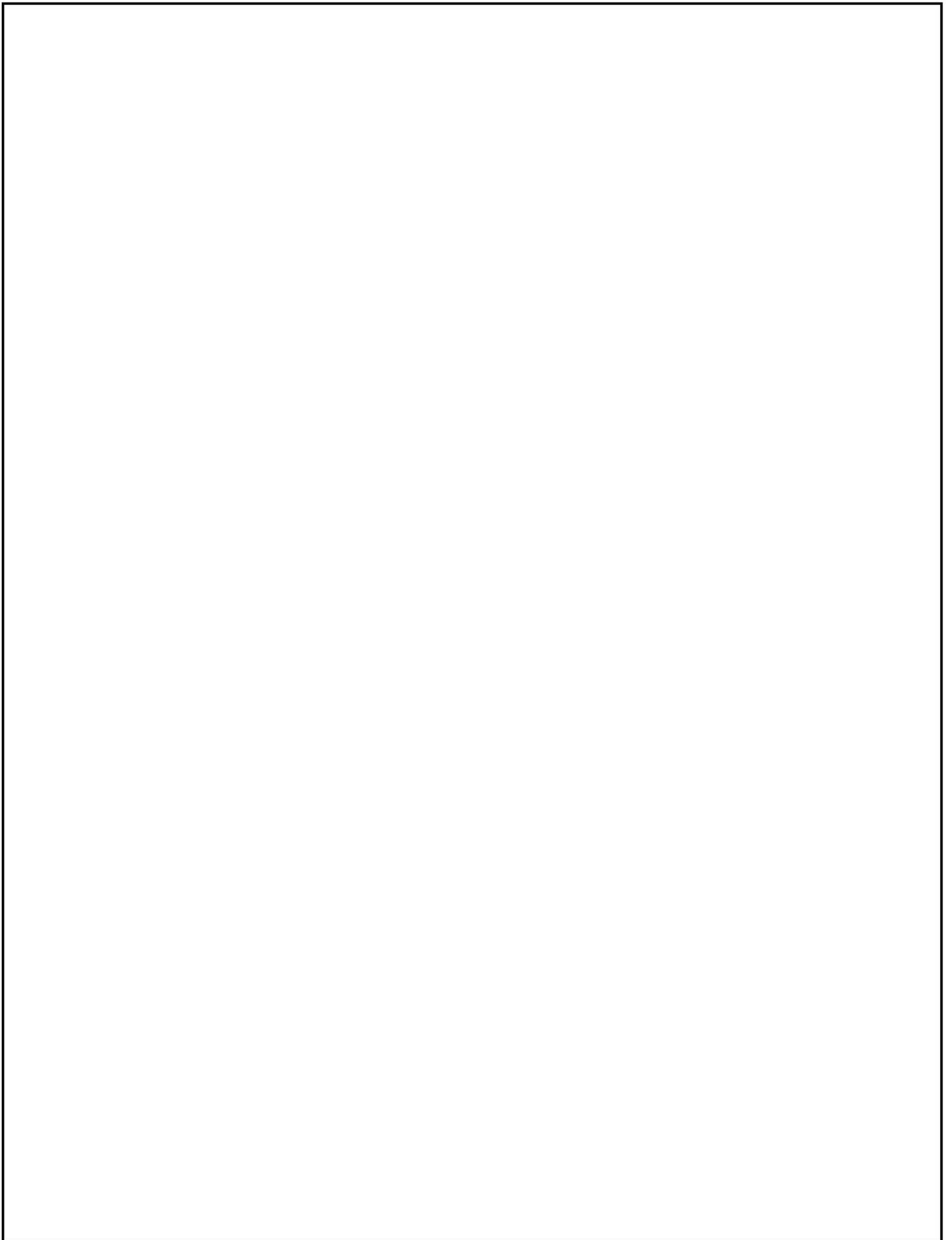
```
IFM10M01          CALIFORNIA WIC INFORMATION SYSTEM          6/21/06
100VMART          FARMERS' MARKET                          02:16 PM
```

```
FAMILY NAME: MARCELINA          ROMERO          FAMILY ID: MR021101219
```

```
FIRST NAME      LAST NAME      CATEGORY  BOOKLET  ISSUE DATE  RETURN
MARCELINA      ROMERO        P         41 1110821  06/21/2005  D
```

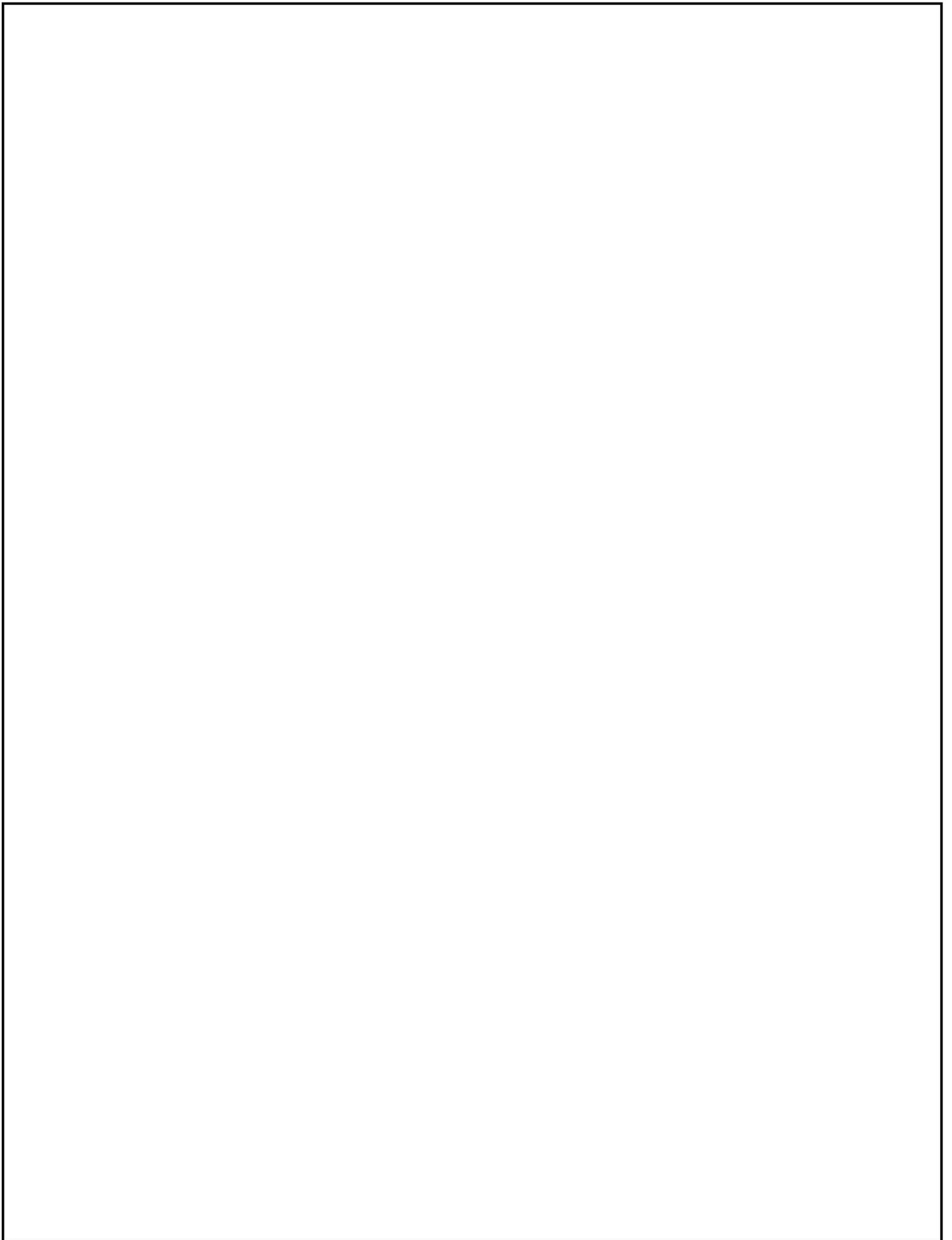
```
+-----+
|
| To confirm voiding of damaged booklet,
| re-enter damaged Booklet Number and
| press F11, or F3 to cancel void.
|
| MARAANA      ROMERO
| Booklet Number:
|
| F3=Cancel  F11=Process
|
+-----+
```

```
Command ==> F: 1=Help 4=Options 11=Done 12=Prev
```



Training Materials for Local Certified Farmers' Market Managers

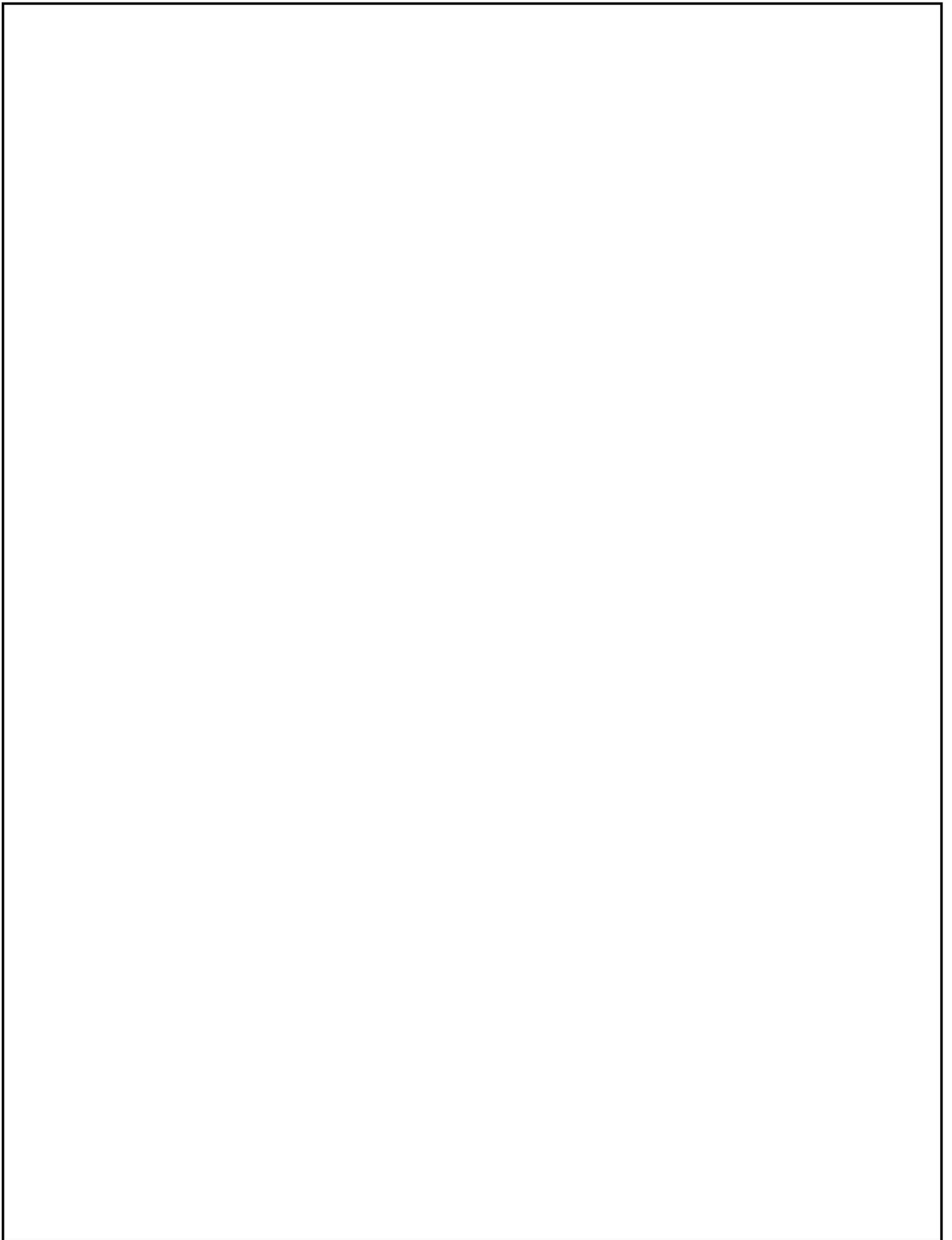




Training Materials for Local Certified Farmers' Market Managers

This section contains information needed to train Farmers' Market Managers.

- 1. 2009 and 2010 WIC FMNP Application & Instructions for Certified Market Managers:**
The 2009 and 2010 FMNP Market Manager Application and one page instruction document has been mailed to existing Certified Farmers' Market Managers that participated with the WIC FMNP last year. The Market Manager Application must be resubmitted to the CA WIC Program annually. Market Managers may contact their Local WIC Agencies to sign off on the training portion of the 2009 and 2010 application.
- 2. 2009 and 2010 WIC FMNP Application & Instructions for Certified Farmers:**
Approximately 1300 farmers have received the 2009 and 2010 Farmer's FMNP Application. Farmers may contact their Local WIC Agencies to sign off on the training portion of the 2009 and 2010 application.
- 3. 2009 and 2010 WIC FMNP Administrative Requirements and Farmer and Market Sanctions for Program Non-Compliance:** This section contains the federal and state regulations that must be followed by Farmers' Markets and Farmers in order to receive the WIC FMNP checks as payment for produce.
- 4. How to Stamp the WIC FMNP Check:** This one page document provides important information for the farmers that receive the WIC FMNP checks. Each FMNP check must be marked with the Farmer's 6-digit identification number.
- 5. 2009 Frequently Asked Questions (FAQs):** This two page document provides important information to assist Farmers and Market Managers that need to respond to questions from their local banks.
- 6. 2009 California Certified Farmers' Market Sign:** Please train WIC participants to recognize this sign. All Farmers that accept the WIC FMNP checks are required to post this sign.
- 7. Tips on Starting a Certified Farmers Market:** This two page document is adapted from Gloria Pecina, United Health Centers of the San Joaquin Valley WIC, on how to start a Certified Farmers' Market at your Agency.



2009 and 2010 WIC FMNP Application Instructions For Market Manager (English)

Please review these instructions.

1. **Step 1** Print your contact information; name, telephone number, fax number, e-mail address, and mailing address.
2. **Step 2** Complete all association information; name, telephone number, fax number, e-mail address, and mailing address.
3. **Step 3** List all of the Certified Farmers' Markets under your management. Include market location, day of week, hours, and months of operation. You may attach a separate sheet listing additional markets if needed.
4. **Step 4** Place a check in either the 2008 or 2009 box that shows when and where you received training on the WIC FMNP guidelines. Training is provided by the CA WIC Program, by the local agencies, and by self-training using this 2009-2010 annual start-up packet. Be sure to obtain the Trainer's signature.
5. **Step 5** Sign and date the application. Application will not be accepted without original signature and date.
6. **Step 6** List all WIC Certified Farmers who participate in your market. Please include the farm name and the 6-digit WIC FMNP ID number.
7. **Attach** a copy of your most recent Certificate for Certified Farmers' Market that was provided by your issuing County. (See example on page 9.)
8. **Mail** both the completed FMNP application and a copy of your Certificate for Certified Farmers' Market directly to the CA WIC Program. The address is on the FMNP application.
9. **Do not** accept any FMNP checks prior to acceptance into the CA WIC FMNP. When your application has been approved you will be notified by the CA WIC Program by mail. Once your application is approved you are a certified WIC market manager.

Instrucciones para la aplicación de 2009 -y-2010 Para los Gerentes de los mercados

Por favor Repase estas instrucciones.

1. **Paso 1** Deletree su información de contacto. Su nombre, nombre del mercado y domicilio deben de coincidir con la información de su certificado del Mercado Agrícola
2. **Paso 2** Marque la cajita que indica cuándo y dónde recibió entrenamiento sobre la guía de WIC FMNP. El entrenamiento es proporcionado por el Programa WIC de California, por las agencias locales de WIC, por gerentes de muchos mercados agrícolas, o simplemente leyendo los materiales anuales que le envía el Programa WIC de California.
3. **Paso 3** Liste todos los mercados de los granjeros certificados bajo su gerencia. Incluya la localización del mercado, el día, el tiempo y los meses de operación. Usted puede conectar una lista de los mercados adicionales si necesita
4. **Paso 4** Marque la cajita marcada 2008 o 2009 que indica cuándo y dónde recibió entrenamiento sobre la guía de WIC FMNP. El entrenamiento es proporcionado por el Programa WIC de California, por las agencias locales de WIC, o simplemente leyendo los materiales anuales que le envía el Programa WIC de California.
5. **Paso 5** Firme y ponga la fecha en la aplicación. La aplicación no será aceptada sin la firma y fecha original.
6. **Paso 6** Haga una lista de todos los agricultores certificados por WIC que participan en su mercado también incluya el número de la granja y el número de 6-dígitos de WIC FMNP que es el número de identificación.
7. **Adjunte** una copia de su más reciente Certificado de los Mercados Agrícolas que a sido asignado por el condado (Mire página 9).
8. **Mande** por correo a la oficina de WIC de California, la completa FMNP aplicación y una copia de su Certificado de los Mercados de Agricultores. El domicilio está en la Aplicación de FMNP.
9. **No** acepte ni un cheque de FMNP antes de que sea aceptado/a al programa de FMNP. Cuando Su aplicación sea aprobada, usted será notificado/a por el programa de WIC California por correo.

For Official Use Only

Cert Expiration Date:	Date Approved:	Initial:
-----------------------	----------------	----------

State of California

Department of Public Health



2009 and 2010 Market Manager Application and Requirements

California WIC Farmers' Market Nutrition Program

To register as a 2009 and 2010 California WIC FMNP Market Manager, please complete this application (Steps 1-6).

Step 1: Market Manager Information

Name of Market Manager or Authorized Agent:	Telephone Number:	Fax Number:	E-Mail Address:
Mailing Address:	City:	Zip Code:	

Step 2: Association Information

Name of Farmers' Market Association:	Telephone Number:	Fax Number:	E-Mail Address:
Mailing Address:	City:	Zip Code:	

Provide complete information for all markets under your management.

Step 3: Attach additional sheets if needed.

Market Name:	Market Location:	Day of Week:	Hours:	Months of Operation:

Step 4: WIC FMNP training is MANDATORY

USDA requires that all Farmers Market Managers be trained on the FMNP check guidelines every other year. Guidelines and training requirements have been provided to you in this document. The training requirement can be met by: participating in a training provided by the California WIC Program FMNP Coordinator, the local WIC agency staff, or by reviewing written materials.

Did you receive training in 2008? If yes, please check the type of training you received in 2008.

2008 FMNP Training	Please check all lines that apply
State WIC FMNP Staff	
Local WIC Agency Staff	
2008 Start-up Booklet	

If you did not receive training in 2008, you will need to receive training in 2009. Please check the appropriate box.

2009 FMNP Training	Please check all lines that apply	Signature of Trainer (only one signature is needed)
State WIC FMNP Staff		
Local WIC Agency Staff		
2009 Start-up Booklet		

Step 5: Authorized Signature

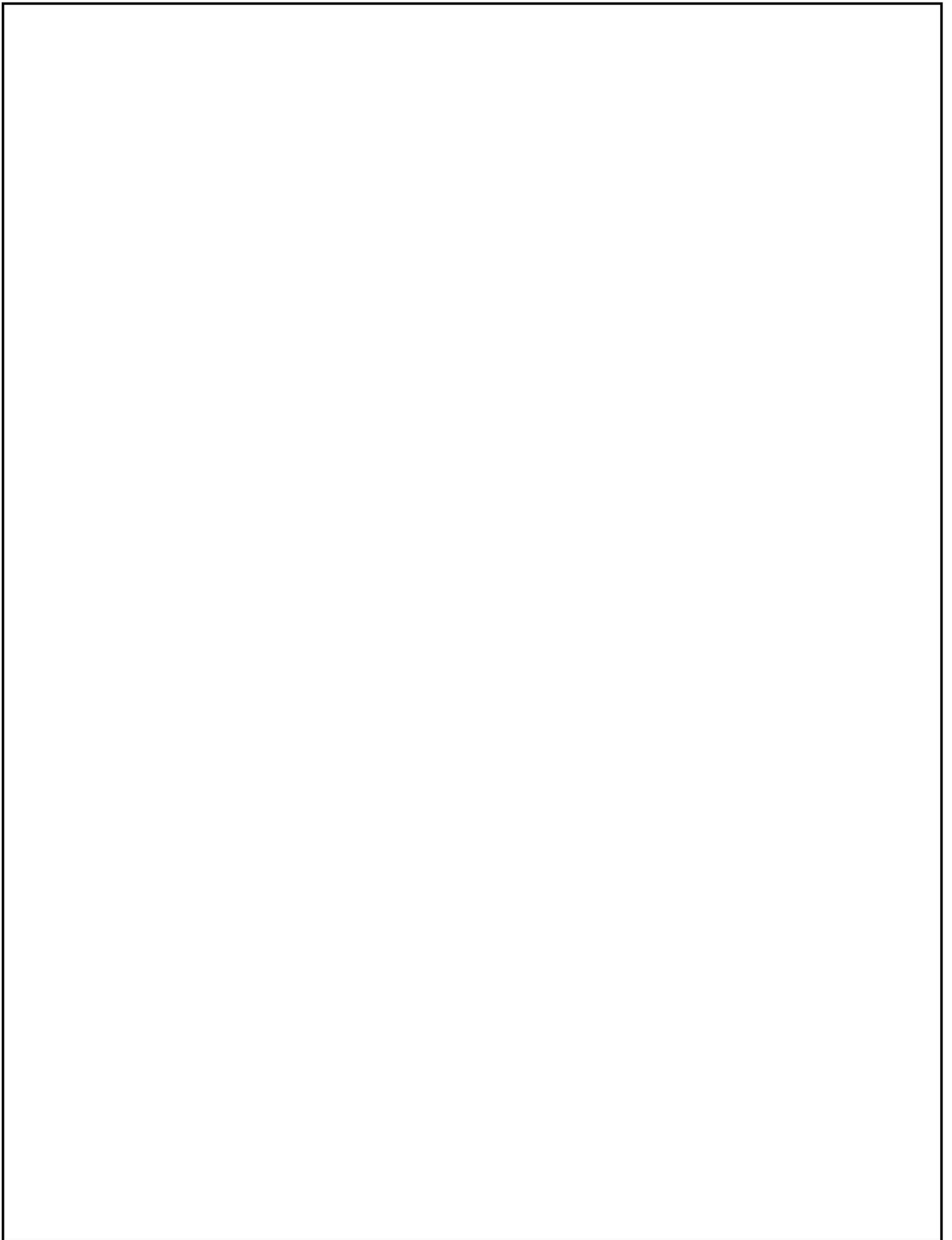
- I declare that the information provided on this application is accurate and true. I declare that I meet the requirements to participate in the program.
- I have read, fully understand, and will follow the guidelines and requirements stated in the Certified Farmers' Market Managers Booklet.
- I will not accept FMNP checks until I am certified with the California WIC Program.
- Once I am certified with the California WIC Program, I understand and will assure that each participating farmer must:
 - Display the "WIC Farmers' Market Nutrition Program " sign.
 - Provide customers with the full amount of product for the value of each check and not give change for the checks received.
 - Cooperate with staff from the California WIC Program or the USDA in monitoring for compliance with program procedures and requirements.
 - Receive required training outlined in the guidelines.

Market Manager acknowledges and accepts the USDA FMNP regulations definition of a Certified Farmers' Market to be "An association of local farmers who assemble at a defined location for the Purpose of selling their produce directly to consumers." A single farmer may act as a market manager as long as he/she allows all farmers who want to sell their produce in the market to participate. A farmer acting as a market manager over his/her own market must be approved by the California WIC FMNP before accepting checks. (Please see page 10.)

By signing this application, I agree to follow all of the requirements and guidelines stated in this booklet.

Signature of Market Manager:

Date:

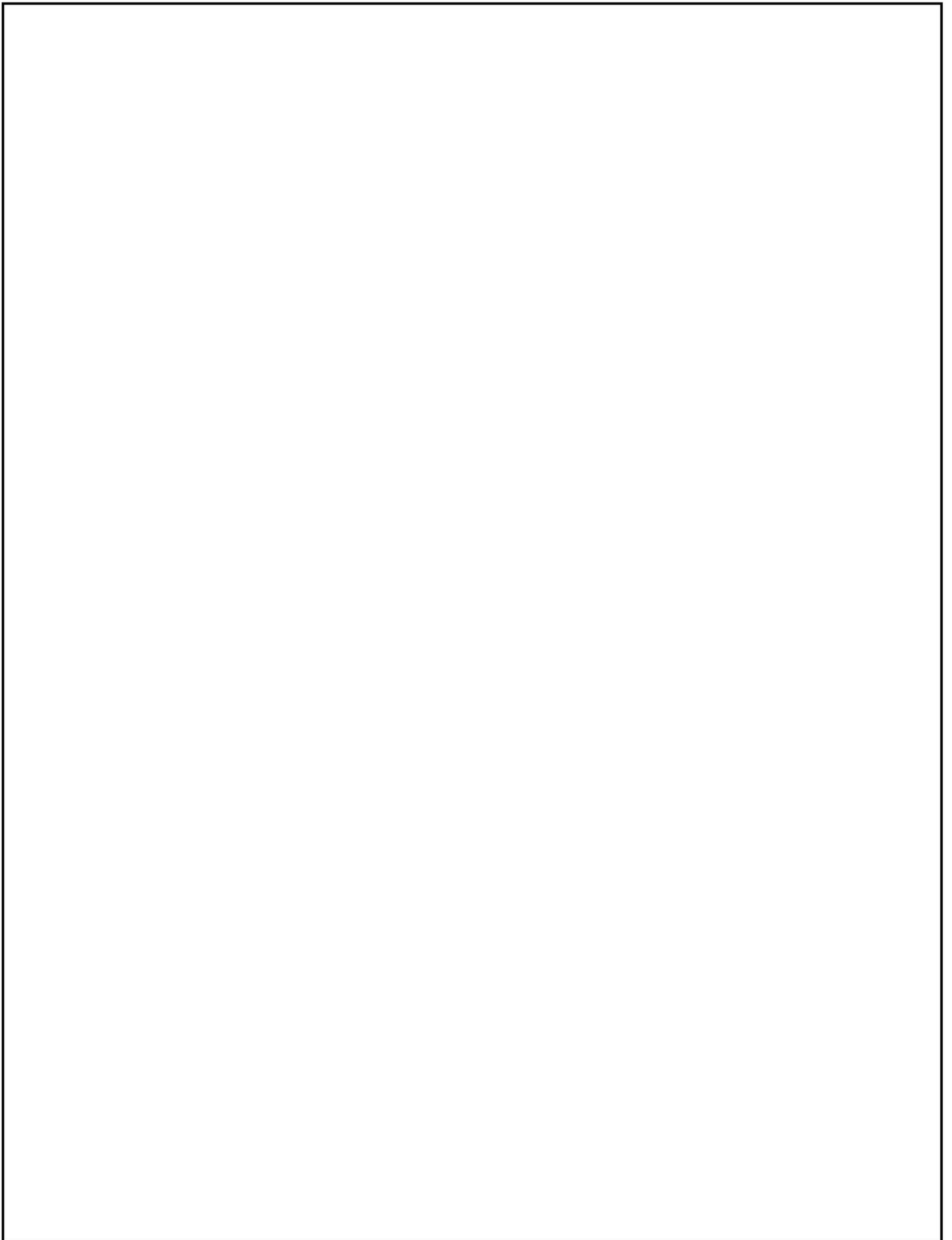


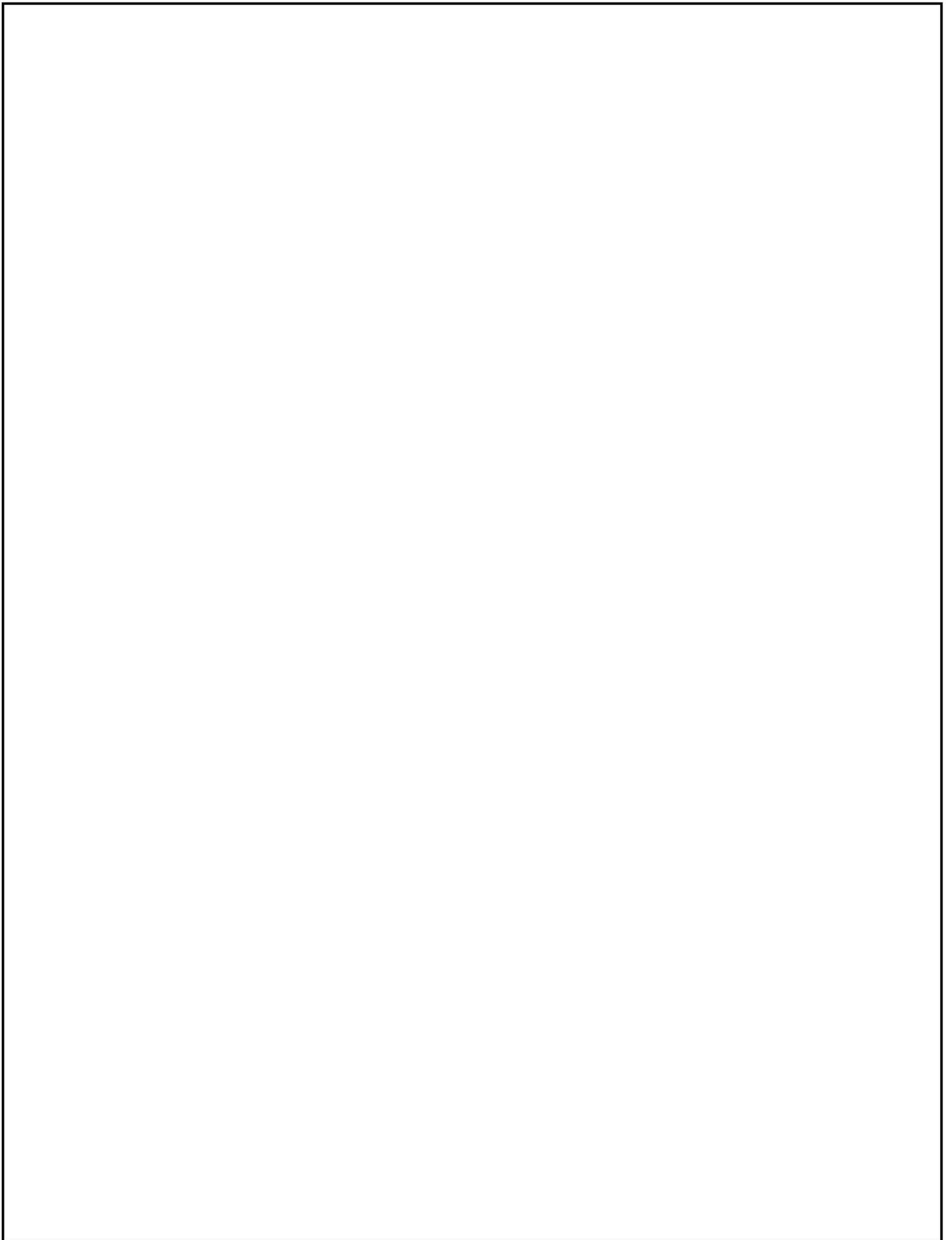
Single-Farmer Market

Market Manager acknowledges and accepts the USDA FMNP regulations of a Certified Farmers' Market to be "An Association of local farmers who assemble at a defined location for the purpose of selling their produce directly to consumers."

Single-farmer markets are not encouraged by the CA WIC Program. To be authorized as a single-farmer market you must:

- Provide CA WIC Program with a copy of both your Certified Producers and Certified Farmers' Market certificate.
- Solicit local farmers to join your market and keep documentation of your efforts for review by any FMNP representative.
- Not prohibit another farmer from joining your market on the dates and times you are serving CA WIC participants.
- Not accept any WIC checks until certified by the CA WIC Program as both a Farmer and Market Manager.





2009 and 2010 WIC FMNP Application Instructions For Farmers (English)

Please review these instructions and complete all 5 steps of the application.

1. **Step 1** Print your name, phone numbers, farm name, mailing and e-mail address. This information should match information on your county Producer's Certificate.
2. **Step 2** Your farm must be certified in order to participate in the WIC FMNP process. Simply initial the box if your farm meets the requirements of both the USDA definition of 'Farmer' and the Department of Food and Agriculture (CDFA) definition stated on the application.
3. **Step 3** List all of the Certified Farmers' Markets where you sell your produce. You may attach a separate sheet listing additional markets if needed.
4. **Step 4** Place a check in either the 2008 or 2009 box that shows when and where you received training on the WIC FMNP guidelines. Training is provided by the CA WIC Program, Local WIC Agencies, Farmers' Market Managers, or by simply reading the annual start-up materials sent to you by the CA WIC Program.
5. **Step 5** Sign and date the application. The application will not be accepted without original signature and date.
6. **Attach** a copy of your most recent Certified Producer's Certificate that was provided by your issuing County. (See example on page 8.)
7. **Mail** both the completed FMNP application and a copy of your Producer's Certificate directly to the WIC office. The address is on the FMNP application.
8. **Do not** accept any FMNP checks prior to acceptance into the FMNP. When your application has been approved you will be notified by the WIC Program via mail. Once your application is approved you are a certified WIC farmer.
9. A FMNP 6-digit WIC ID number will be issued to you once you are a certified WIC farmer. If you already have a FMNP 6-digit WIC ID number from last year, continue to use this number once you application has been approved.

Instrucciones en español para la solicitud de WIC FMNP 2009 y 2010 De los Agricultores Certificados

Favor de revisar estas instrucciones y complete los cinco (5) pasos de la solicitud.

1. **Paso 1** Por favor escriba clara su información. Su nombre, domicilio y el nombre de su granja deberán de coincidir con la información de su Certificado de Productor (“Producer’s Certificate”) de su condado.
2. **Paso 2** Su granja necesita estar certificada para poder participar en el proceso de WIC FMNP. Solamente marque en el lugar indicado, Si su granja llena los requisitos de la definición de “agricultor” (“Farmer”) del Departamento de Agricultura de los Estados Unidos (USDA) y del Departamento de Alimentos y Agricultura de California (CDFA)
3. **Paso 3** Por favor enumere los Mercados Agrícolas Certificados (“Certified Farmers’ Markets”) donde vende sus productos agrícolas. Puede agregar otra hoja con los mercados si necesita.
4. **Paso 4** Por favor marque la cajita marcada 2008 o 2009 que indica cuándo y dónde recibió entrenamiento sobre la guía de WIC FMNP. El entrenamiento es proporcionado por el Programa WIC de California, por las agencias locales de WIC, por gerentes de muchos mercados agrícolas, o simplemente leyendo los materiales anuales que le envía el Programa WIC de California.
5. **Paso 5** Por favor firme y escriba la fecha en la aplicación. La aplicación no será aceptada sin su firma y fecha.
6. **Agregue** copia de su más reciente Certificado de Productor Certificado (“Certified Producer’s Certificate”) otorgado por su Condado (vea el ejemplo en el reverso de esta página).
7. **Regrese** directamente al California la solicitud completa y la copia de su Certificado de Productor. **El USDA requiere que envíe por correo esta solicitud.** Por favor use la dirección en la solicitud.
8. **No** acepte ningún cheque de FMNP antes de la aceptación en el FMNP. El Programa WIC de California le notificara por correo en cuanto su aplicación sea aprobada. También se le dará un número de la identificación de WIC una vez que usted sea aprobado si usted ya tiene un número de identificación de WIC a partir del año pasado continúe utilizándolo.

For Official Use Only

Cert Expiration Date:	Date Approved:	Initial:
-----------------------	----------------	----------

State of California Department of Public Health



**2009 and 2010 Farmer Application and Program Requirements
California WIC Farmers' Market Nutrition Program (FMNP)**



To register as a 2009 and 2010 California WIC FMNP Farmer, please complete this application (Steps 1-5).

Step 1: Farmer Name (First, Last) - Please Print	Telephone Number:
	FAX number:

Mailing Address:

City:	County:	Zip Code:
-------	---------	-----------

6 Digit WIC Identification (I.D.) number:	Farm Name:
---	------------

E-Mail Address:

Step 2: Requirement - Review the following definition:
 Definition: "Farmer means an individual authorized to sell produce at participating Farmers' Markets. Farmer means a person who owns, leases, rents, or sharecrops land to grow, cultivate, or harvest crops on that land. A Certified Farmer (CF) has been.

Initial this box if you meet the definition and the certification requirement to participate in this program.
 I meet the above definition of a Farmer. I grow, cultivate, or harvest fresh fruit, vegetables, or fresh cut herbs in California to sell at Certified Farmers' Markets. →

Step 3: Where do you sell your products?
 Please indicate in the boxes below where you sell your produce.

Enter one market per box, and circle all the days you sell at that market.

For example, if you sold at "Main Street Market," on the corner of Main and 2nd Street, Home Town, CA. Sunday and Thursday mornings, you would enter the name and location of the market, time of market, and circle both Sunday and Thursday.

Use additional pages if needed.

<p>Name of Farmers' Market</p> <p>Sun M T W TH F Sat</p>	<p>Name of Farmers' Market</p> <p>Sun M T W TH F Sat</p>
<p>Name of Farmers' Market</p> <p>Sun M T W TH F Sat</p>	<p>Name of Farmers' Market</p> <p>Sun M T W TH F Sat</p>

Step 4:**WIC FMNP training is MANDATORY**

USDA requires that all Farmers be trained on the FMNP check guidelines every other year. Guidelines and training requirements have been provided to you in this document. The training requirement can be met by: participating in a training provided by the California WIC Program FMNP Coordinator, the local WIC agency staff, market manager, or by reviewing written materials.

Did you receive training in 2008? If yes, please check the type of training you received in 2008.

2008 FMNP Training	Please check all lines that apply
State WIC FMNP Staff	
Local WIC Agency Staff	
Market Manager	
2008 Start-up Booklet	

If you did not receive training in 2008, you will need to receive training in 2009. Please check the appropriate box.

2009 FMNP Training	Please check all lines that apply	Signature of Trainer (only one signature is needed)
State WIC FMNP Staff		
Local WIC Agency Staff		
Market Manager		
2009 Start-up Booklet		

Step 5:**Authorized Signature**

- I declare that the information provided on this application is accurate and true and that I meet the requirements to participate in this program.
- I will not accept FMNP checks until I am certified with the California WIC Program.
- I will display the "2009 California Certified Farmers' Market" sign at point of sale.
- I will provide customers with the full amount of product for the value of each check and not give change for checks received
- I will cooperate with staff from the California WIC Program or the USDA in monitoring for compliance with program procedures and requirements.

By signing this application, I agree to follow all of the administrative requirements stated in this booklet.

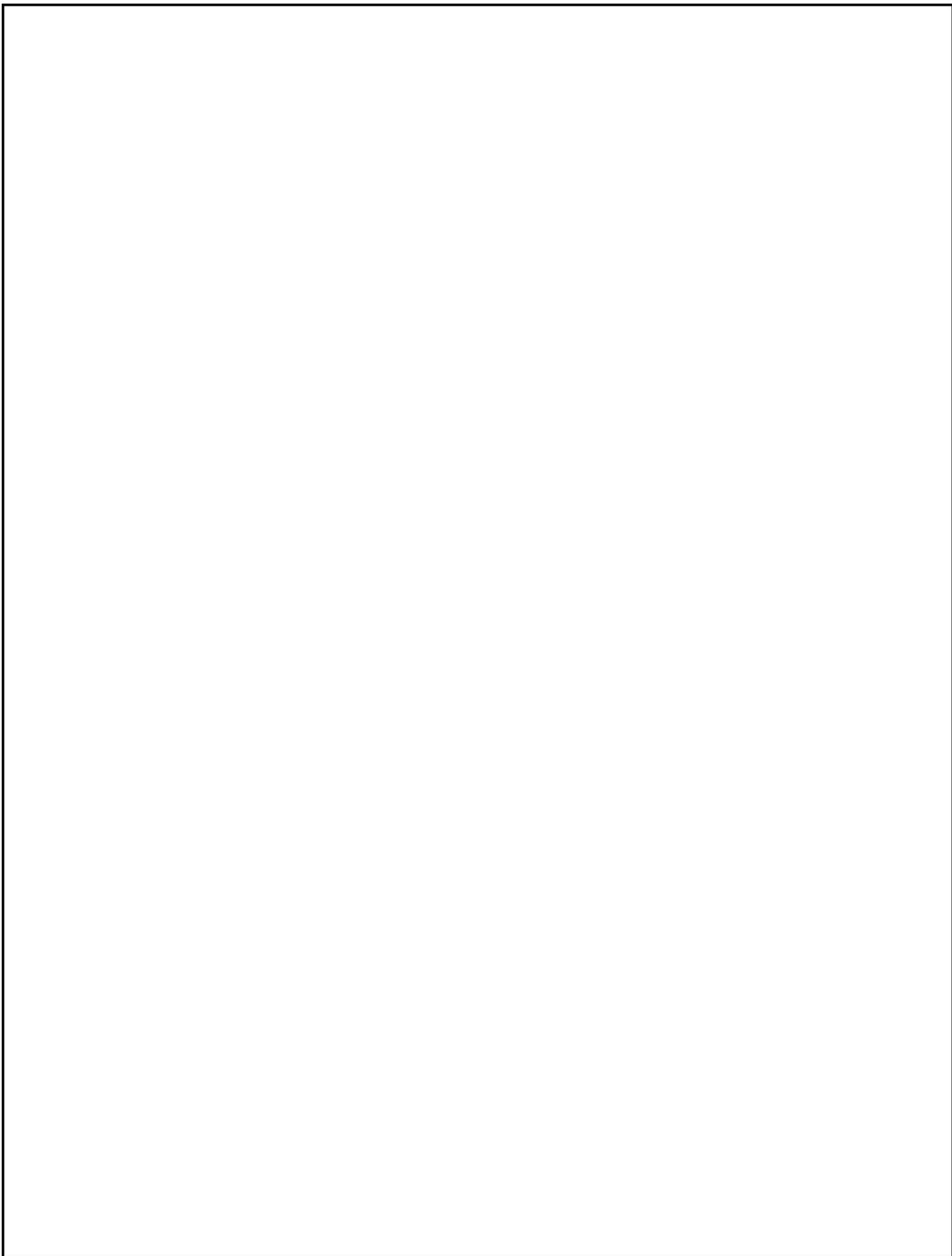
Signature of Farmer:

Date:

THIS FORM MUST BE SIGNED AND DATED PRIOR TO MAILING

PLEASE RETURN THIS APPLICATION AND A COPY OF YOUR PRODUCER'S CERTIFICATE TO:
 2009 and 2010 FMNP
 CA WIC Program
 3901 Lennane
 Sacramento, CA 95899-7375

Please call the FMNP Coordinator, at (916) 928-8513 if you have any questions. Please allow 7-10- business days to process your application. You will receive a welcome packet once your application has been approved.



2009 and 2010 WIC FMNP Administrative Requirements

The Certified Farmer must:

1. Be authorized with a WIC identification number prior to accepting WIC FMNP checks and must receive training from the State WIC FMNP staff, Market Manager, WIC Local Agency, or by reviewing these written documents on the correct procedures and all requirements of FMNP.
2. Indicate on the application what method of training was received in 2008 or what method of training was received in 2009. If training is received in 2009 you must secure the signature of the trainer. If you trained in 2008 you will need to retrain in 2010.
3. Train all individuals selling his or her produce on the FMNP Regulations.
4. Assume legal responsibility for the actions of their employees who violate the terms of this agreement.
5. Accept and redeem WIC FMNP checks only after he or she is certified by the WIC FMNP.
6. Accept checks only at WIC FMNP Certified Farmers' Markets.
7. Accept FMNP checks only from May 1, 2009 through November 30, 2009 for the 2009 season and May 1, 2010 through November 30, 2010 for the 2010 season.
8. Accept checks only for the purchase of WIC FMNP approved fresh fruits, vegetables, and fresh cut edible herbs.
9. Not accept WIC FMNP checks for the purchase of non-produce foods including honey, nuts, eggs, baked goods, flowers, or dried fruit including raisins.
10. Not exchange checks for cash and cannot give change back to a participant. When the amount of sale is less than the dollar value of the check, additional fruits or vegetables may be added to the purchase to bring the sale as close as possible to the check value.
11. Handle FMNP checks as securely as if it were cash.
12. Be aware that torn or altered checks or checks without serial numbers CANNOT be accepted from the WIC participant.
13. Understand that the last date to accept FMNP checks is November 30, 2009 for the 2009 season and November 30, 2010 for the 2010 season.
14. Understand that the last date to deposit FMNP checks is December 31, 2009 for the 2009 season and December 31, 2010 for the 2010 season.
15. Understand that any FMNP checks deposited after December 31, 2009 for the 2009 season or December 31, 2010 for the 2010 season WILL NOT BE PAID.

2009 and 2010 WIC FMNP Administrative Requirements

16. Acknowledge that the State agency may deny payment and demand reimbursement for any improperly redeemed checks.
17. Agree to pay the State agency for any checks transacted in violation of this agreement.
18. Acknowledge that the State WIC FMNP will monitor their operations, overtly and covertly, to ensure compliance with the WIC FMNP requirements.
19. Provide access and cooperate with any FMNP representatives when they are monitoring for compliance with program procedures and requirements.
20. Provide all requested information to the WIC FMNP for periodic monitoring.
21. Display the "2009 California Certified Farmers' Market" WIC program sign at points of sale for the 2009 season. You will receive the 2010 sign after you have been certified for the 2010 season.
22. Not discriminate against the FMNP participant in service, price or quality of produce. Markets found in violation of this rule will be automatically disqualified from participating in the California WIC FMNP.
23. Not commit fraud or abuse in connection with a USDA program.
24. Understand that he or she is liable for prosecution under applicable federal, state, or local laws if found guilty of fraud or abuse.
25. Understand that he or she can be disqualified from the FMNP if program regulations are not followed.
26. Not participate in the WIC FMNP during his or her period of disqualification.

The Certified Farmer may:

1. Accept cash or food stamps to cover the purchase beyond the value of the checks.
2. Use the FMNP checks to pay stall fees if the Market Manager agrees to this type of payment.

2009 and 2010 WIC FMNP

Farmer and Market Manager Sanctions for Program Non-Compliance

- A. The type and level of sanctions to be applied against a Farmer or Market Manager will be based on the:
1. Severity and nature of the violation(s),
 2. Occurrence of repeated violation(s), and
 3. Whether or not the violations continued after the Market Manager was notified of the violation(s) and warned that continued violation(s) could result in disqualification and/or monetary sanctions.
- B. Criteria which will be used in levying sanctions are as follows:
1. The Farmer or Market Manager violates one or more of the requirements of this agreement.

Result:
 - a. WIC FMNP will send the Farmer or Market Manager a warning letter requiring the Farmer or Market Manager to prepare a written Corrective Action Plan. In some cases suspension or disqualification may result.
 - b. The Farmer or Market Manager will be required to repay WIC FMNP for improperly redeemed checks.
 2. The Farmer or Market Manager continues to violate one or more of the provisions of this agreement.

Result:
 - a. The Farmer or Market Manager may be immediately disqualified from participating in WIC FMNP for a period of not less than one year.
 - b. The Farmer or Market Manager may receive a second warning letter and/or the Market Manager and all employees and authorized farmers involved in WIC FMNP checks transactions will be required to attend a special training session.
 - c. The Market Manager will be required to repay WIC FMNP for improperly redeemed checks.
 - d. The Market Manager may be required to pay a fine.



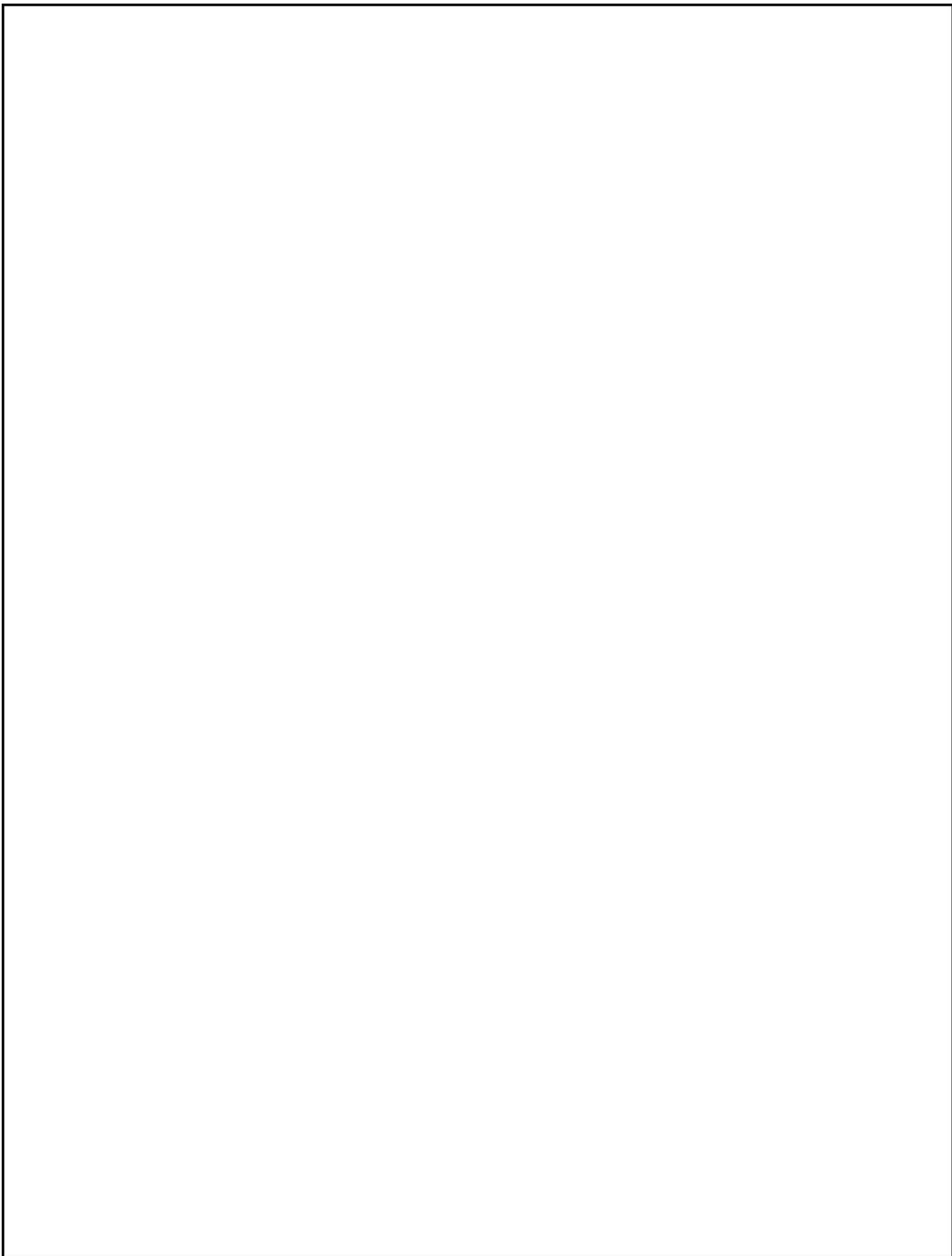
How to Stamp the WIC FMNP Check

The 2009 Women, Infants, and Children (WIC), Farmers' Market Nutrition Program (FMNP) check:



Mock-up of 2009 FMNP Check

1. All Farmers that are new to the WIC FMNP will be mailed one rubber stamp with a 6-digit WIC FMNP Identification (ID) number. You must supply the inepad.
2. Once WIC has assigned you a WIC ID number, you will use the same number as long as you are a certified farmer in the WIC FMNP.
3. The Farmer or their employees are required to stamp or handwrite their 6-digit WIC FMNP ID number in the white box on the front of each \$2 WIC FMNP check taken in payment for fresh produce.
4. All FMNP checks must have the Farmer's 6-digit WIC ID number in the white box before it can be accepted by the bank.
5. The FMNP check must be endorsed on the reverse side by the Farmer prior to depositing it in the bank.
6. WIC FMNP checks without a stamped or handwritten Farmer's WIC FMNP 6-digit number are not valid.



2009 WIC FMNP Frequently Asked Questions (FAQ's)



1. What is the CA WIC Farmers' Market Nutrition Program (FMNP)?

The WIC FMNP is a U.S. Department of Agriculture (USDA) program created by Congress in 1992 to accomplish 2 goals:

- To provide fresh, nutritious, fruits and vegetables from Farmers' Markets to low-income families, and
- To expand consumer awareness and use of Farmers' Markets among low-income families.

The 2009 WIC FMNP provides a check booklet worth \$20 per eligible WIC family to redeem for fresh fruits and vegetables and fresh cut herbs at certified Farmers' Markets during the months of May through November. The WIC FMNP also provides nutrition education related to purchasing and using fresh fruits and vegetables.

2. How is WIC FMNP Funded?

The USDA provides the grant funding for the FMNP. States operating the WIC FMNP must match thirty percent of the Federal Administrative allowance through program revenues, in-kind funds, or local donations. California's WIC FMNP budget for federal fiscal year (FFY) 2009 is \$2.3 million.

3. Who can participate?

Women and children from 7 months of age to their 5th birthday are eligible for services of the WIC FMNP in designated areas of California.

4. What are the benefits from the FMNP?

WIC Participants – Surveys found that ninety-seven percent of California WIC participants said they ate more fresh fruits and vegetables due to their participation in FMNP and sixty-six percent said they continue purchasing fresh fruits and vegetables at farmers' markets even when they no longer received FMNP checks. Children learning to eat more fresh produce will have less of a risk of becoming obese.

Local Farms/Farmers' Markets – Eighty-eight percent of the farms/Farmers' Markets surveyed nationally reported that the FMNP increased their sales. Forty-three percent reported growing a wider variety of foods to sell at the markets.

5. How are California Farmers' Market Nutrition Program Checks Processed?

1. Market Managers are expected to provide training materials to all Farmers that accept WIC FMNP checks and ensure all farmers stamp or hand write their WIC identification (ID) number on the face of each \$2 check.
2. The California FMNP checks are legitimate, negotiable instruments and will be honored by the California State Treasurer's Office.
3. The California State Department of Public Health WIC Program issues the WIC FMNP checks to WIC participants.
4. The checks have Magnetic Ink Character Recognition (MICR) encoded with the check denomination of \$2.00 on the MICR line.
5. The checks have the American Bankers Association (ABA) number for the State Treasurer's Office.
6. The WIC FMNP checks are processed like checks; they are not Food Stamps and are not considered cash.
7. The Farmers and/or Market Managers are required to endorse them on the reverse side prior to depositing into their bank account.

2009
CALIFORNIA CERTIFIED
FARMERS' MARKET

Senior Farmers' Market



**WE ACCEPT CALIFORNIA FARMERS' MARKET CHECKS
FROM WIC AND SENIOR FARMERS' MARKET PROGRAM PARTICIPANTS**

Checks are only good for **Fresh Fruits, Vegetables, & Fresh Cut Herbs**

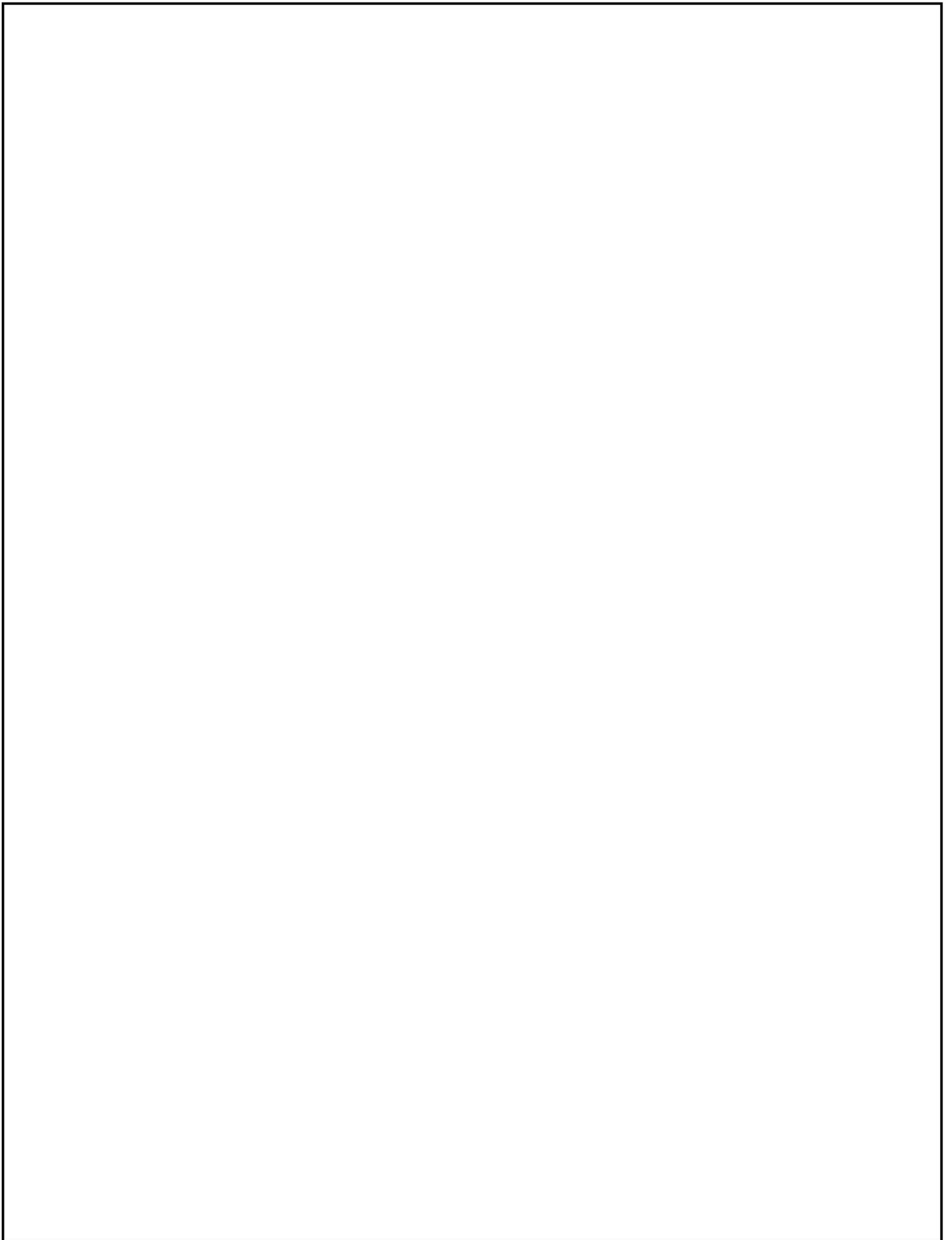
No change will be given. Checks are not redeemable for cash.

**NOSOTROS ACCEPTAMOS CHEQUES PARA EL
PROGRAMA DE NUTRICION DE LOS MERCADOS FARMERS**

*** Válido sólo para comprar frutas, verduras y hierbas frescas.**

*** No vale por dinero en efectivo ni cambio.**

THIS CERTIFICATE MUST BE CONSPICUOUSLY POSTED AT POINTS OF SALE



Tips on Starting a Certified Farmers' Market

Establishing a Farmers' Market at or near (within 1 mile) your WIC Site is beneficial to both WIC participants and WIC local agencies because markets significantly increase check redemption rates. Many WIC agencies also run their nutrition education classes in conjunction with their local Farmers' Markets. Participants are also more likely to patronize a farmers' market if they come out of your WIC office and find that it is in your parking lot!

Farmers' Markets provide increased accessibility to proper nutrition for WIC participants and easy access to fresh grown fruits and vegetables picked at the peak of their season. Farmers' Markets create a link for full participation amongst all members of the community. Everyone involved benefits from Farmers' Markets!

Planning

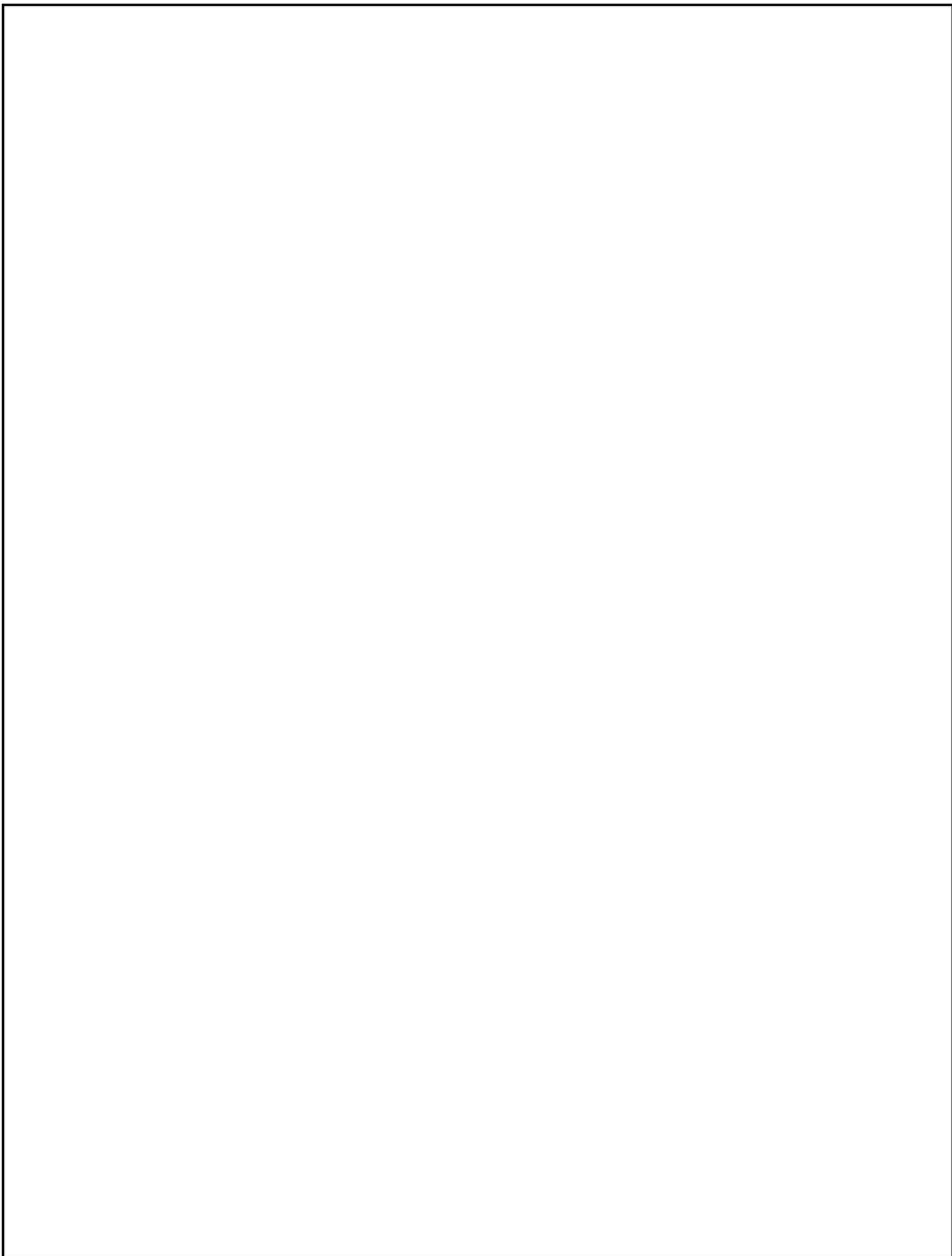
1. Set up timeline for proposed project.
2. Identify potential stakeholders (agricultural producers, Farmers, and farms) as well as potential funding sources in area.
3. Contact county agriculture commissioners to issue necessary permits.
4. Contact city administrator for necessary licenses needed to operate farmers' market.
5. Contact management with plan and for permission.
6. Identify location for market.
7. Conduct survey of best days, times, season, etc.
8. Establish a budget and identify costs.

Implementation

1. Prepare presentation to present to city council.
2. Identify two or more farmers who express interest in participating in the Farmers' Market.
3. Present information needed to become certified by the County Agriculture Commission and the WIC FMNP.
4. Maintain management participation and support.
5. Clarify roles among planning and marketing teams.

Facilitation

1. Confirm market location and times.
2. Conduct external and internal marketing of new farmers' market.
3. Be aware of budget and any financial constraints.
4. Communicate with WIC program, management, stakeholders, and WIC participants to inform them of dates and times of new Farmers' Market.
5. Plan grand opening.
6. Evaluate farmers' market for successes and any improvements that can be made.



Common Characteristics of Farmers' Market Set-Up

1. Implementation requirements

- Agency participation and buy-in
- Support from key operation departments
- Market location in high traffic area or in area with captive audience

2. Planning

- 4 to 9 months

3. Costs

- Permit: price varies depending on city (\$0 - \$1300)
- Signs/Banners: \$200 - \$500
- Staffing: variable
- Health Education materials (optional): variable
- Other (tables, tents, gift baskets, raffle prizes, etc.): variable
- Staff planning time

Other resources:

California Federation of Certified Farmers' Markets:

www.cafarmersmarkets.com

WIC Farmers' Market Nutrition Program:

www.fns.usda.gov/wic/FMNP/FMNPfaqs.htm

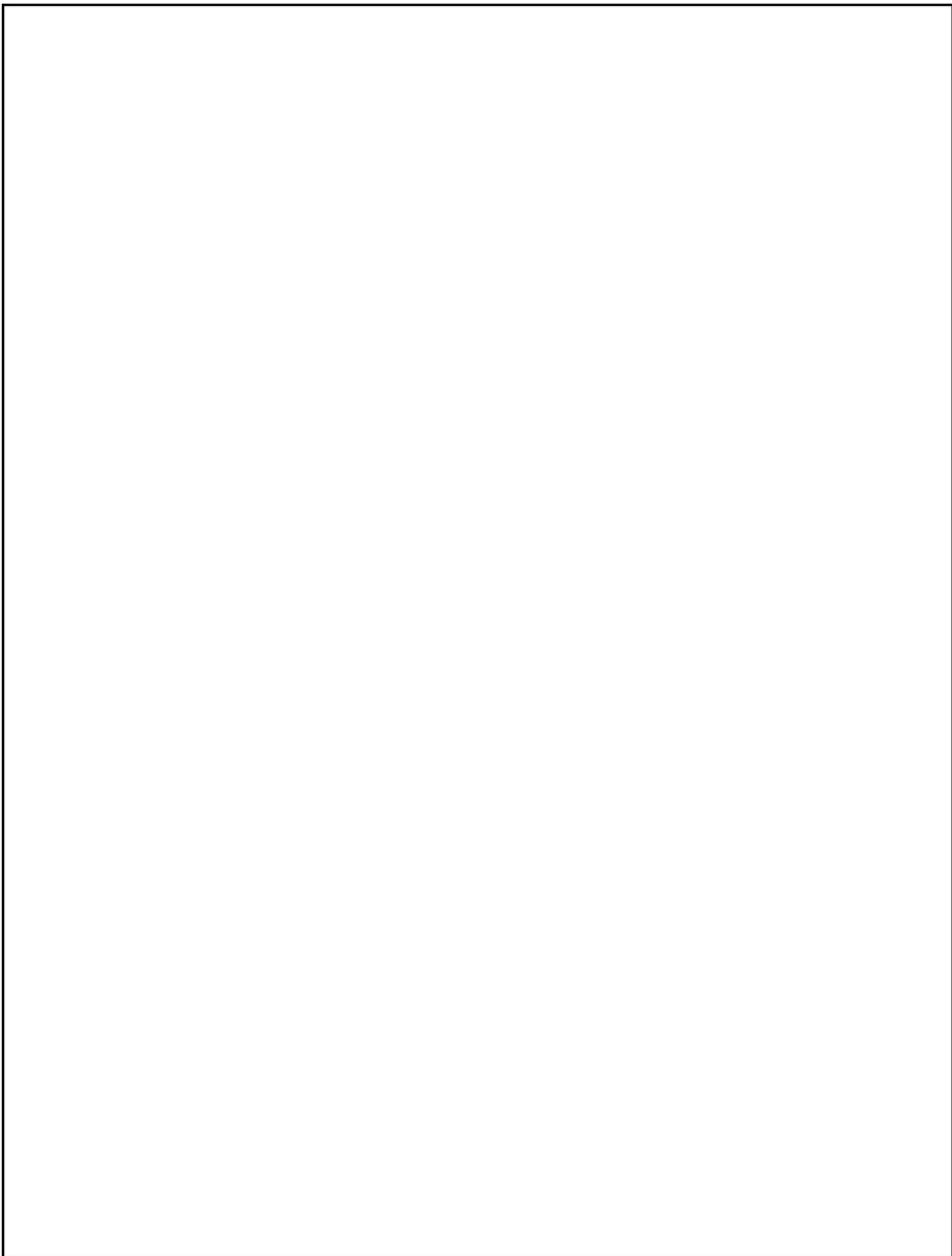
California Department of Food and Agriculture:

www.cdfa.ca.gov

Southland Farmers' Market Association:

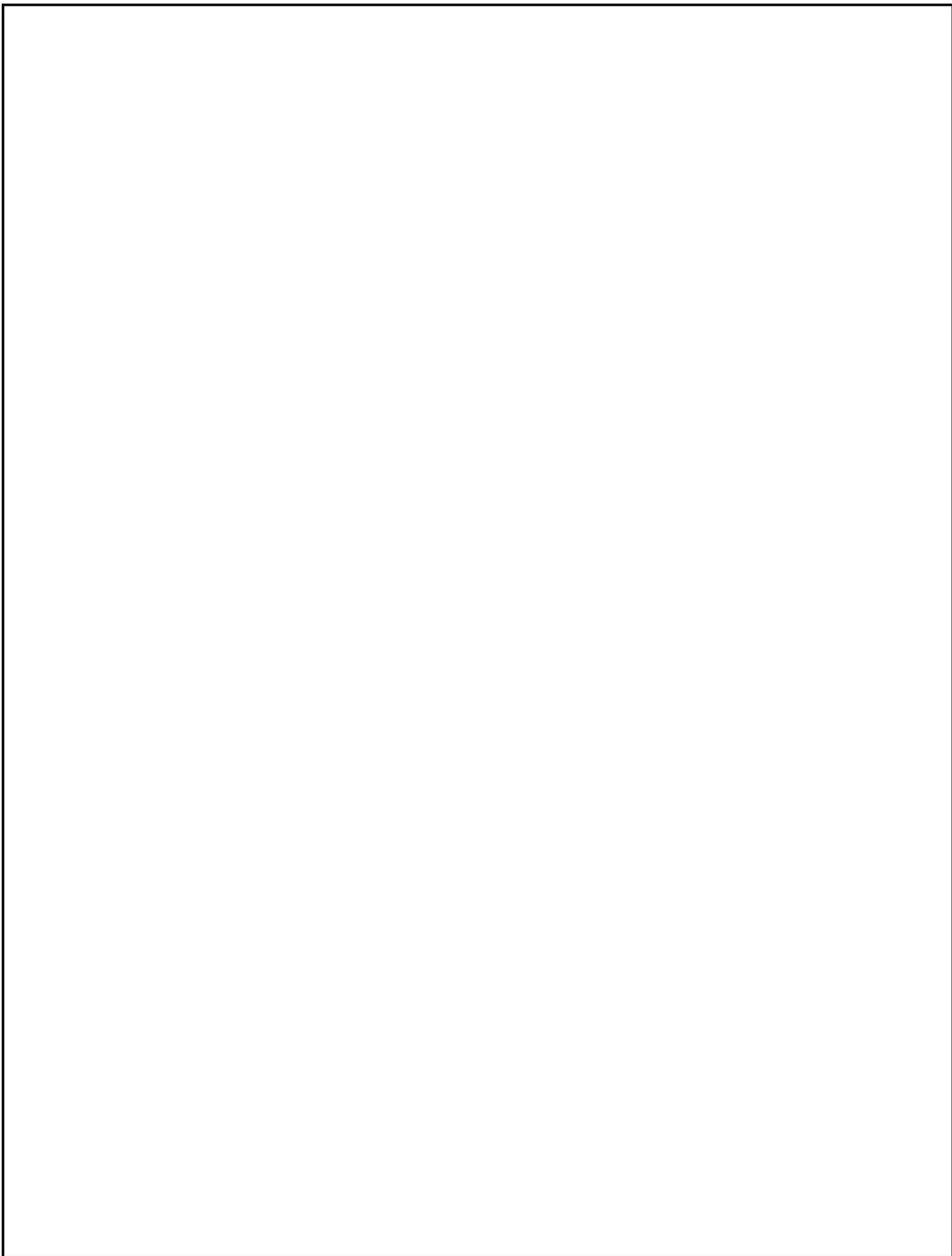
www.cafarmersmarkets.org

Adapted from Gloria Pecina, United Health Centers of the San Joaquin Valley Incorporated, *"Proposed FMNP Project: Opening a New County Agriculture Commission and WIC Certified Farmers' Market"*



2009 FMNP Approved Produce List And Crop Guide







2009 and 2010 FMNP APPROVED PRODUCE LIST

FRUITS

APPLES	CRENSHAW MELONS	LEMONS	ORANGES	PUMMELO
APRICOTS	CURRENTS	LIMES	PASSION FRUIT	QUINCE
BLACKBERRIES	DATES	LOGANBERRIES	PEACHES	RASPBERRIES
BLUEBERRIES	GRAPEFRUIT	LOQUATS	PEARS	RHUBARB
BOYSENBERRIES	GRAPES	MANGOS	PERSIMMONS	SAPOTE
CALABAZA	GUAVAS	MELONS (ALL TYPES)	STRAWBERRIES	TAMARINDS
CANTALOUPE	HONEYDEW MELON	NECTARINES	PLUMS	TANGELOS
CHERRIES	KUMQUATS	PLUOTS	POMEGRANATES	TANGERINES
CRAB APPLES	KIWI	OLLALIEBERRIES	PRICKLY PEARS	WATERMELONS

VEGETABLES

ALFALFA SPROUTS	BRUSSEL SPROUTS	EGGPLANT	OKRA	SWEET POTATOES
ARTICHOKES	CABBAGE	GARLIC	ONIONS	SWISS CHARD
ASPARAGUS	CACTUS LEAVES/NOPALES	GOURDS	PARSNIPS	TOMATOES
AVOCADOS	CARROTS	GREEN BEANS	PEAS	TURNIPS
BAMBOO SHOOTS	CAULIFLOWER	GREEN ONIONS	POTATOES	TURNIP GREENS
BEANS	CELERY	JICAMA	PUMPKINS	WATER CHESTNUTS
BEETS	CHICKORY	KALE	RADISH	YAMS
BELL PEPPERS	CHILI PEPPERS	KOHLRABI	RUTABAGAS	
BLACKEYE PEAS	COLLARD GREENS	LEEKS	SHALLOTS	
BOK CHOY	CORN	LETTUCE	SPINACH	
BROCCOLI	CUCUMBER	MUSHROOMS	SQUASH	

FRESH CUT HERBS

ARUGULA	FENNEL	LEMON GRASS	SAGE	WATERCRESS
BAY LEAF	GARLIC	MARJORAM	SORREL	
CHIVES	GINGER ROOT	MINT	SWEET BASIL	
CILANTRO	GREEK OREGANO	RHUBARB	TARRAGON	
DILL WEED	ITALIAN PARSLEY	ROSEMARY	THYME	

FMNP CHECKS MAY NOT BE USED TO PURCHASE

HONEY, EGGS, NUTS, FLOWERS, BAKED GOODS, PROCESSED FOODS, DRIED FRUIT
(INCLUDING RAISINS), PLANTS, AND NON-FOOD ITEMS

The WIC Farmers' Market Nutrition Program is an equal opportunity provider.



2009 FMNP Crop Guide

California Grown Crop Calendar

Crop	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
 Apples				Red	Red	Red	Red	Red	Red
 Avocados	Dark Green								
 Bay Leaves	Light Green								
 Beans				Brown	Brown	Brown	Brown	Brown	Brown
 Blueberries				Dark Blue					
 Bok Choy	Light Green								
 Carrots				Orange	Orange	Orange	Orange	Orange	Orange
 Cherries		Dark Red							
 Chinese Broccoli	Dark Green								
 Chives	Dark Green								
 Cilantro	Light Green								
 Collard Greens			Dark Green						
 Corn	Yellow								
 Cucumber			Dark Green						
 Dates					Brown	Brown	Brown	Brown	Brown
 Dill Weed	Dark Green								
 Eggplant				Purple	Purple	Purple	Purple	Purple	Purple

California Grown Crop Calendar

Crop	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
 Jicama	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
 Kale	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green
 Mangos	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
 Mint	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
 Onions				Light Orange					
 Parsley	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
 Peas	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green
 Sage	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green
 Spinach	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green
 Strawberries			Dark Red	Dark Red	Dark Red	Dark Red	Dark Red	Dark Red	Dark Red
 Swiss Chard			Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green
 Tamarinds	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
 Tangerines	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
 Thyme			Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
 Tomatoes				Red	Red	Red	Red	Red	Red
 Winter Squash					Yellow	Yellow	Yellow	Yellow	Yellow
 Yams	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange

Here are some of the items that you can purchase with your WIC FMNP checks.

For more information go to <http://www.fruitsandveggiesmatter.gov>

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

